

Interim report, 1 January – 30 June 2010

The second quarter revenues increased by 29 percent

ALL FIGURES IN THIS REPORT ARE IN SEK. UNLESS OTHERWISE SPECIFIED THE FIGURES IN BRACKETS ARE THE CORRESPONDING FIGURES FOR THE PREVIOUS YEAR. THIS INFORMATION APPLIES TO THE GROUP UNLESS OTHERWISE SPECIFIED.

Second quarter

- Revenues increased by 29 percent to SEK 366.1 (284.6) million
- Operating income increased to SEK 88.0 (61.6) million, an increase of 43 percent
- Income before tax amounted to SEK 88.5 (62.0) million
- Income for the period totalled SEK 84.0 (58.9) million, corresponding to SEK 2.14 (1.50) per share
- At the end of the quarter, cash amounted to SEK 517.8 (287.9) million and the group continues to have no interest-bearing liabilities
- The Gross Turnover in Sportsbook amounted to SEK 1 233.1 (644.8) million, corresponding to an increase of 91 percent
- The Gross Turnover in Live betting in Sportsbook amounted to SEK 699,7 (227.6) million, corresponding to an increase of 207 percent
- Betsson has launched LiveCasino on www.CasinoEuro.com
- Due to legal reasons, Betsson has chosen to block French citizens, this is assumed to have a marginal impact on Betsson's profit in the future

Interim period

- Revenues increased by 22 percent to SEK 733.8 (600.1) million
- Operating income increased to SEK 172.2 (144.0) million, an increase of 20 percent
- Income before tax amounted to SEK 173.1 (145.0) million
- Income for the period totalled SEK 164.2 (137.7) million, corresponding to SEK 4.18 (3.51) per share

Key Performance Indicators

	Q2 2010	Q2 2009	Jan-Jun 2010	Jan-Jun 2009	Full year 2009
Totals					
Revenues	366.1	284.6	733.8	600.1	1 299.7
Gross Profit	291.7	224.1	589.0	479.8	1 045.0
Operating Income	88.0	61.6	172.2	144.0	316.9
Cash	517.8	287.9	517.8	287.9	529.1
Active Customers (thousands)	288.7	185.3	288.7	185.3	288.7
Registered Customers (thousands)	2 719.3	1 777.1	2 719.3	1 777.1	2 117.8
Customer Deposits	911.1	783.1	1 876.0	1 518.7	3 258.0
Sportsbook					
Gross Turnover Sportsbook	1 233.1	644.8	2 245.9	1 181.3	2 571.5
Margin after free bets, Sportsbook	7.4%	4.7%	7.5%	7.9%	8.9%
Gross Profit Sportsbook	78.0	25.8	150.0	83.2	206.6
Gross Margin Sportsbook 1)	6.3%	4.0%	6.7%	7.0%	8.0%

1) Margin after allocated costs

Fast growing Live betting in Sportsbook

"There are two important trends in the gaming industry today. One is that Live betting in sports is increasing and second that operators are focusing in joint online gaming solutions with other companies. Betsson is well positioned as regards these trends, with a history of successful cooperation and one of the strongest growing Live betting in Sports." says Pontus Lindwall, Betsson's President and CEO.

Presentation of interim report

Today, Friday 23 July, at 09.00 CET, Betsson's CEO Pontus Lindwall will present the Interim Report through webcast at <http://www.betssonab.com> or <http://storm.zoomvisionmamato.com/player/betsson/objects/4sn2gt8v/> or through phone at +46 (0)8 505 598 53 (Sweden) or +44 (0)20 3043 2436 (UK). The presentation will be in English and will be followed by a question and answer session.

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTER COMPANIES WITHIN THE GAMING BUSINESS. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES THROUGH PARTNERSHIPS AND TOWARDS END CUSTOMERS, VIA THE WEBSITES WWW.BETSSON.COM, WWW.CASINOEURO.COM AND WWW.CHERRYCASINO.COM. BETSSON MALTA OFFERS POKER, CASINO, BETTING EXCHANGE, SPORTS BETTING, LOTTERY, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

Second quarter 2010

Group revenue amounted to SEK 366.1 (284.6) million, corresponding to an increase of 29 percent. The gross profit was SEK 291.7 (224.1) million which is an increase of 30 percent. Operating income increased by 43 percent to SEK 88.0 (61.6) million and the operating margin was 24.0 (21.6) percent. Income before tax increased to SEK 88.5 (62.0) million and the income for the period was SEK 84.0 (58.9) million, which is equivalent to SEK 2.14 (1.50) per share.

Betsson's efforts are focused on continued profitable growth, a strategy which has positioned Betsson as one of the most successful companies in this industry. Compared to the previous year customer deposits has increased by 16 percent, gross turnover in Sportsbook by 91 percent and gross turnover in Live by 207 percent

During the second quarter, Betsson has continued to improve the offering to end users, with faster response time in the games and broader gaming possibilities. During the quarter Betsson has launched a Betsson-specific casino game and signed an agreement with Evolution Gaming regarding the launch of LiveCasino on www.CasinoEuro.com.

Marketing costs during the quarter amount to SEK 120.3 (86.1) million, corresponding to an increase of 40 percent. Marketing consists of traditional marketing and partner co-operations with variable remuneration. Marketing which derives from partners receiving variable remuneration is accompanied by a significantly lower risk than costs for traditional marketing.

Personnel expenses amounted to SEK 47.4 (39.3) million, corresponding to an increase of 21 percent. Betsson has developed into an attractive employer. Betsson offers employment in a profitable and fast-growing company where the employees are offered interesting and challenging tasks. Today, Betsson has one of the most competent and efficient organizations in this industry. Competent motivated employees are crucial in order to create and meet future growth in Europe and elsewhere in the world.

Other external expenses amounted to SEK 39.0 (37.7) million. The lower level of growth in other external expenses is to a great extent explained by successful recruitments which have contributed to a decreased dependence on external sub-contractors.

Over the past half year, the company has worked to strengthen control over costs in the group. The outcome of these efforts shows that the company has the ability to balance growth and cost control.

Betsson actively seeks to reduce the foreign exchange exposure in the group. The size of the future foreign exchange effects will be determined by when future cash flows arise, which currencies the assets and liabilities are placed in and the success of Betsson's policy to actively limit the exposure.

Betsson continuously invest in integrated payment and product solutions. Investments in the quarter amounted to SEK 17.1 (12.8) million, of which 7.1 (11.5) million corresponds to capitalized development cost. Depreciation and amortization in the quarter amounted to SEK 12.0 (8.9) million, of which 9.8 (7.3) million was amortization of capitalized development cost.

Cash flow during the quarter amounted to SEK 1.4 (-148.1) million. The automatic redemption process affected the cash flow in the third quarter negatively by SEK 353.2 million. The distribution to the shareholders 2009 affected the cash flow by SEK 200.1 million in the second quarter. Short term receivables, from payment providers has increased with SEK 148.5 million in the second quarter.

Interim period

Group revenue amounted to SEK 733.8 (600.1) million, corresponding to an increase of 22 percent. The gross profit was SEK 589.0 (479.8) million an increase of 23 percent. The operating income increased to SEK 172.2 (144.0) million and the operating margin was 23.5 (24.0) percent. Income before tax increased to SEK 173.1 (145.0) million and the income for the period was SEK 164.2 (137.7) million, which is equivalent to SEK 4.18 (3.51) per share, an increase of 19 percent.

Investments during the interim period amounted to SEK 23.3 (32.3) million, of which 11.2 (30.8) million corresponds to capitalized development cost. Depreciation and amortization in the interim period amounted to SEK 23.1 (16.4) million, of which 19.2 (13.2) million was amortization of capitalized development cost.

Gaming operations

Through its subsidiary on Malta Betsson offers Internet gaming to end customers via partners and the own gaming portals www.Betsson.com, www.CasinoEuro.com and www.CherryCasino.com.

Products

Casino is Betsson's largest product and accounted for 59.6 (70.7) percent of the total gross profit in the quarter, followed by Sportsbook with 26.7 (11.5) percent, Poker with 8.7 (14.2) percent and Other Products, which together accounted for 5.0 (3.6) percent of gross profit.

Gross turnover in Sportsbook amounted to SEK 1 233.1 (644.8) million, of which Live betting increased with 207 percent and amounted to SEK 699.7 (227.6) million. Live betting accounted for 57 (35) percent of gross turnover. Gross margin in Sportsbook amounted to 6.3 (4.0) percent. In the second quarter, the major annual football leagues reached their conclusions and the FIFA World Cup commenced. At the beginning of the World Cup, results were hard to predict and Betsson experienced high player activity. The strategic decision to invest in Sports betting has proved to be a success. This has contributed to this product segment increasing in importance.

The favourable weather on Betsson's major markets at the end of the second quarter has strengthened the normal seasonal variances for Poker and Casino.

Despite the warm weather in June the segment Other Products continued to perform strongly. One reason for this is the company's successful investments in scratchcard projects in 2009.

For further details about products see page 12.

Markets

All geographical areas have demonstrated growth compared with comparable figures last year. Nordic is the largest market followed by rest of Europe and non-Nordic EU countries. Rest of the World does not yet generate any tangible revenue, but management continuously evaluates a variety of opportunities to establish Betsson in new geographical areas. Due to legal reasons, Betsson has chosen to block French citizens, this is assumed to have a marginal impact on Betsson's profit in the future. For further details see page 12.

Customer deposits

Customer deposits vary between quarters but represent, in the long run, a strong correlation with the activity in Betsson's offerings. During the interim period deposits amounted to SEK 1 876.0 (1 518.7) million, which corresponds to an increase of 24 percent. During the second quarter, deposits amounted to SEK 911.1 (783.1) million, which corresponds to an increase of 16 percent. Compared with the seasonally strong previous quarter, the deposits decreased by 6 percent.

Customers

The strong inflow of new customers is proof that the overall marketing strategies in Betsson have been effective. At the end of the quarter, the number of registered customers totalled 2 719 262 (1 777 084) which represent an increase of 53 percent. Active customers totalled 288 699(185 321), an increase of 56 percent.

An active customer is defined as a customer who has played for money in the last three months. Therefore, this definition includes all players who have played free spins/bets based on offerings from Betsson or Betsson's partners.

Equity

The group's equity amounted to SEK 632.5 (657.8) million, which is equivalent to SEK 16.12 (16.75) per share. Equity has decreased by SEK 353.2 (200.1) million as a result of the execution of the automatic redemption process. This corresponds to a transfer of SEK 9.00 (5.10) per share to the shareholders.

Cash and customer funds

Cash and cash equivalents at the end of the year amounted to SEK 517.8 (287.9) million. Customer funds including reserves for accumulated jackpots were SEK 178.8 million. The customer funds are comfortably covered by the group's current receivables from payment providers for unsettled customer payments, which amount to SEK 316.7 million.

Personnel

A total of 275 (225) individuals were employed by the end of the second quarter. The number of employees has increased by 17 individuals during the year. The average number of employees during the quarter was 266 (197), of which 189 (132) were based on Malta.

Parent Company

The operations of the parent company, Betsson AB (publ) consist of holding company activities and group administration. The company provides and sells services to certain other group companies in the areas of finance, accounting, administration and management.

Revenues for the quarter totalled SEK 8.2 (5.4) million and profit after financial items was SEK-23.2 (-0.8) million. During the interim period the income statement was negatively impacted by SEK 13.0 (revenue 8.5) million, attributable to revaluation of balance sheet items.

The Parent Company's investments during the quarter totalled SEK 5.2 (0.2) million. Liquid funds totalled SEK 375.6 (189.0) million. In the third quarter, SEK 353.2 million has been transferred to the shareholders.

Ownership structure

The company's B-share is listed on OMX NASDAQ NORDIC MID CAP LIST, (BETS). The company had 11 782 (7 826) shareholders at the end of the period. The largest owners (with more than 10 percent of the votes) were Per Hamberg with 8.9 percent of the capital and 21.4 percent of the votes, the Knutsson family with 6.5 of the capital and 11.1 percent of the votes and Rolf Lundström with 3.9 percent of the capital and 10.5 percent of the votes.

Betting Shop in Stockholm

In May 2008, Betsson opened a betting shop in Stockholm. The Gaming Board for Sweden argued these operations were contrary to the Lotteries Act and, on threat of penalty, required the shop to cease the promotion of gambling operations. This decision was appealed by Betsson (Shopsson) to the County Administrative Court. The County Administrative Court rejected the appeal, in the company's opinion in violation of EC law. Betsson then appealed the decision to the Administrative Court of Appeal. This court gave Betsson leave to appeal in January 2009 and upheld the Betsson claim for interim relief, which meant that the County Administrative Court ruling no longer applied. In December 2009 the Administrative Court of Appeal gave its ruling that once again, on threat of penalty payment, the shop must cease to promote gambling operations. Company management held fast to their view that the decision was contrary to applicable EU law and appealed once again to the Supreme Administrative Court. In order to avoid penalties, management was forced to close the shop. Two

days after the shop closed the Supreme Administrative Court upheld Betsson's claim for interim relief, which in practical terms means that Betsson once again was entitled to conduct operations in anticipation of court's decision to enter into legal force or the Supreme Administrative Court to grant notice to appeal. The shop was opened again in January 2010.

On September 22 the police made a house search in the purpose to investigate if illegal gambling was taking place in the shop. Betsson's view is that all gaming activities in the group are operated on Malta. The preliminary investigation continues and is expected to be completed within next six months.

Outstanding number of shares

Betsson holds own shares amounting to 310 000 B-shares, acquired before 2010 at an average rate of SEK 58.27. The number of outstanding shares excluding repurchased shares amounted to 39 243 720, of which 5 420 000 were A-shares and 33 823 720 were B-shares. The average number of outstanding shares amounted to 39 243 720 in the interim period.

Events after second quarter

July is normally the weakest month seasonally, with fewer sports events and a lower level of activity. The FIFA World Cup concluded with few surprises, which is unfavourable for margins. July has started marginally weaker than the average for the second quarter

There have been no key events after the end of the interim period.

Accounting principles

Betsson complies with the IFRS standards adopted by the EU as well as with the interpretations of those standards (IFRIC). This interim report has been prepared in accordance with IAS 34 Interim Financial Reporting, the Swedish Annual Accounts Act and the Swedish Financial Reporting Board's Recommendation RFR 2.3, Accounting for Legal Entities.

The revenue presented by Betsson is the result emerging from transactions with end users, i.e. the customers. Gross profits (gaming surplus) represent the result emerging after transactions with third parties, e.g. gaming suppliers and payment providers. Gross profit from the Group's gaming operations is composed of the net of received gaming wagers and paid winnings, minus gaming taxes, license fees to game

suppliers, and the net value of income and expenses for bank and credit card payment services for the deposit of gaming wagers and payment of winnings. Bonus to players and loyalty schemes do not affect the Group's gross margin.

From January 2010, Betsson applies the amended IFRS 3 Business Combinations and IAS 27 Consolidated and Separate Financial Statements, including amendments to associated standards.

In other respects, the accounting principles remain unchanged from the annual bookclosing 2009. Further information on the Group's accounting and valuation principles can be found in note 2 of the Annual Report 2009, which is available at www.betssonab.com or at head office.

Risks and uncertainties

The legal situation regarding online gaming is constantly changing in different geographical areas. There is continued pressure on countries in the EU to bring their legislation in line with applicable EC law, with unrestricted mobility for goods and services. A number of countries have reported that they are working on new legislation which is compatible within EU requirements. While there is still uncertainty as to when such legislation will be introduced in Betsson's main markets, when this does occur it will give Betsson increased opportunities for marketing and presence on the market.

In 2007, Turkey introduced legislation against Internet gaming with the aim of protecting its state gaming company IDDAA. Betsson's Internet-based gaming operations exhibit a clearly-defined, cross-border character which means that international law is applicable. According to the principle of the sovereignty of states, each country is of equal value; consequently one state's legal regulations cannot take precedence over those of another state. Betsson's marketplace is Malta and operations are undertaken in accordance with Maltese legislation and answer to the Maltese legal system. As a part of Malta's market place, Betsson is able to claim immunity to Turkish legislation that may attempt to prevent Betsson from carrying out its operations. This is, according to Betsson's legal advisor, a principle that Turkey accepted through its membership in WTO and through other international agreements. In addition to the above, Turkey has the intention of becoming a full member state of the EU and has accepted, in principle,

the EU treaty concerning the free movement of goods and services between member states. Turkey has signed an Association Agreement which is to regulate the country's journey to full membership. According to Betsson's legal advisor, this gaming legislation is in breach of EU law and not strictly in line with the Association Agreement. This Turkish legislation makes operations more difficult for Betsson on the Turkish market, even though Turkey can apply no sanctions against Betsson due to the principle of sovereignty. Consequently, Betsson's future revenues from Turkey continue to be more uncertain than those generated by its other markets.

Norway expanded the ban on promoting games organized from abroad. The ban impacts banks, in that payment services to gaming companies, regarding transactions made using debit and credit card have been criminalised.

After the end of the reporting period, the EU Court of Justice has communicated guidelines regarding how the court of appeal should rule in the proceedings against the Swedish editors-in-chief Gerdin and Sjöberg. The EU Court of Justice has answered the general questions that were put forward, but has not taken a standpoint regarding the specific protective purpose invoked by the Swedish state, that is, public health and consumer protection. In Betsson's opinion, it is not possible to draw any meaningful conclusions from the ruling of the EU Court of Justice.

In Sweden, a public inquiry on gaming was presented in December 2008, preceding new gaming legislation. This proposed new legislation has met hard criticism. Betsson's view is that the law would be in conflict with EC law and that it will not be introduced in its proposed form. Betsson's view is that the law would be in conflict with EC law and will not be introduced in its proposed form. No legal change is expected on the Swedish market until after the election in September 2010.

A description of other risks and uncertainties can be found in the Annual Report 2009.

Transactions with related parties

No transactions significantly affecting Betsson's financial position and profit for the year have been undertaken between Betsson and related parties.

Outlook for 2010

Betsson expects the market for Internet gaming to continue growing rapidly.

A considerable portion of the world's citizens still have no or limited access to the Internet. The number of Internet users is growing rapidly, which is a fundamental driver for the business. The confidence in Internet and e-commerce increases as more people use Internet to perform their banking and stock market transactions, insurance business and regular purchasing of physical products. This changing behavior and increasing confidence in e-commerce is important for the online gaming industry.

At the beginning of the year, Global Betting and Gaming Consultants estimated that the online gaming market in Europe would grow 12.6 percent to USD 8.7 billion in 2010. Betsson aims to grow faster than the market.

High customer deposits and high activity in Betsson indicate continued healthy growth.

Financial calendar

Betsson plans to publish the third quarter report on 26 October and the Full year report for 2010 on 11 February 2011.

The annual report for 2009 is available on www.betssonab.com.

Annual General Meeting 2010

The Annual General Meeting in Betsson AB was held 3 June.

The AGM re-elected the board and decided in favour of a redemption process in 2010. Further information concerning the AGM is published at the website www.betssonab.com.

Presentation of the Interim Report

Today, Friday 23 July at 09.00 CET, Betsson's CEO Pontus Lindwall will present the Interim Report through webcast (by audio, image and power point), visit <http://www.betssonab.com> or <http://storm.zoomvisionmamato.com/player/betsson/objects/4sn2gt8v/>.

A copy of the presentation will be available at www.betssonab.com on Friday 23 July.

Assurance

The Board and CEO hereby state that this interim report provides a true and fair picture of

the operations, financial position and results of the parent company and the Group, as well as describing significant risks and uncertainty factors to which the parent company and the companies belonging to the Group are exposed.

Stockholm 23 July 2010

John Wattin Per Hamberg
Chairman Director Director

Carl Lewenhaupt Lars Linder-Aronson
Director Director

Patrick Svensk Kicki Wallje-Lund
Director Director

Pontus Lindwall
President and CEO

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Audit report

This report has not been subject to examination by the company's auditors.

Translation

This document is a translation of the Swedish original.

Consolidated Income Statement (MSEK)	Q2	Q2	Jan-Jun	Jan-Jun	Full year
	2010	2009	2010	2009	2009
Revenues	366.1	284.6	733.8	600.1	1 299.7
Operating expenses from gaming activities	-74.4	-60.5	-144.8	-120.3	-254.7
Gross Profit	291.7	224.1	589.0	479.8	1045.0
Marketing expenses	-120.3	-86.1	-240.5	-199.2	-440.0
Personnel expenses	-47.4	-39.3	-92.8	-71.6	-150.4
Other external expenses	-39.0	-37.7	-75.3	-77.4	-150.9
Capitalized development costs	9.2	12.5	19.1	26.2	53.3
Depreciation	-12.0	-8.9	-23.1	-16.4	-36.6
Other operating income	1.9	10.7	6.6	15.9	21.4
Other operating expenses	3.9	-13.7	-10.8	-13.3	-24.9
Operating expenses	-203.7	-162.5	-416.8	-335.8	-728.1
Operating income	88.0	61.6	172.2	144.0	316.9
Financial items, net	0.5	0.4	0.9	1.0	2.0
Income before tax	88.5	62.0	173.1	145.0	318.9
Tax	-4.5	-3.1	-8.9	-7.3	-15.6
Income for the period	84.0	58.9	164.2	137.7	303.3
Earnings per share before dilution (SEK)	2.14	1.50	4.18	3.51	7.73
Earnings per share after dilution (SEK)	2.14	1.50	4.18	3.51	7.72
Operating margin (percent of Revenues)	24.0	21.6	23.5	24.0	24.4
Operating margin (percent of Gross Profit)	30.2	27.5	29.2	30.0	30.3
Profit margin (percent)	24.2	21.8	23.6	24.2	24.5
Average number of outstanding shares (millions)	39.2	39.2	39.2	39.2	39.2
Number of outstanding shares at end of period (millions)	39.2	39.2	39.2	39.2	39.2
Return on equity (percent)			23	20	39
Return on total capital (percent)			12	13	25
Return on capital employed (percent)			24	21	41
Consolidated Statement of Comprehensive Income (MSEK)	Q2	Q2	Jan-Jun	Jan-Jun	Full year
	2010	2009	2010	2009	2009
Income for the period	84.0	58.9	164.2	137.7	303.3
Other comprehensive income					
Exchange differences on translating foreign operations	-1.7	0.1	0.7	0.2	-3.7
Other comprehensive income of the period (after tax)	-1,7	0.1	0.7	0.2	-3.7
Total comprehensive income for the period	82.3	59.0	164.9	137.9	299.6

Consolidated Balance Sheet (MSEK)	2010-06-30	2009-06-30	2009-12-31
Intangible fixed assets	458.6	459.1	464.2
Tangible fixed assets	22.1	17.2	17.2
Deferred tax receivables	1.7	2.4	1.5
Total non-current assets	482.4	478.7	482.9
Current receivables	508.2	319.7	380.2
Cash and liquid assets	517.8	287.9	529.1
Total current assets	1 026.0	607.6	909.3
Total assets	1 508.4	1 086.3	1 392.2
Equity	632.5	657.8	820.4
Deferred tax liabilities	3.9	4.3	4.5
Total non-current liabilities	3.9	4.3	4.5
Other current liabilities (non interest bearing)	872.0	424.2	567.3
Total current liabilities	872.0	424.2	567.3
Total equity and liabilities	1 508.4	1 086.3	1 392.2

Consolidated Cash Flow Statement (MSEK)	Jan-Jun 2010	Jan-Jun 2009	Full year 2009
Income after financial items	173.1	145.0	318.9
Adjustments for non-cash items	43.4	14.7	44.8
Taxes paid	-16.7	-12.4	-7.8
Cash flows from operating activities before changes in working capital	0.0	0.0	0.0
Changes in working capital	199.8	147.3	355.9
Cash flows from operating activities	183.8	-1.9	69.0
Investments	-23.3	-32.3	-58.5
Cash flows from investing activities	-23.3	-32.3	-58.5
Redemption of shares	-353.2	-200.1	-200.1
Cost of Share Redemption Program	-0.1	-0.2	-0.2
Cash flows from financing activities	-353.3	-200.3	-200.3
Changes to cash and liquid assets	7.0	-87.2	166.1
Cash and liquid assets at beginning of period	529.1	373.2	373.2
Exchange rate differences	-18.3	1.9	-10.2
Cash and liquid assets at end of period	517.8	287.9	529.1

Change in Group Equity (MSEK)	Jan-Jun 2010	Jan-Jun 2009	Full year 2009
Opening balance	820.4	720.2	720.2
Total comprehensive income for the period	164.9	137.9	299.6
Total change, excluding transactions with company owners	0.0	0.0	0.0
	164.9	137.9	299.6
Share Redemption	-353.2	-200.1	-200.1
Cost of Share Redemption Program after tax	-0.1	-0.2	-0.2
Share options - value of employee services	0.5	-	0.9
Equity at end of period	632.5	657.8	820.4
Attributable to:	0.0	0.0	0.0
Parent company's shareholders	632.5	657.4	820.4
Minority Interest	-	0.4	-
Total equity	632.5	657.8	820.4
Parent Company Income Statement (MSEK)	Jan-Jun 2010	Jan-Jun 2009	Full year 2009
Revenues	8.2	5.4	10.8
Operating expenses	-32.2	-7.2	-22.1
Operating Income	-24.0	-1.8	-11.3
Financial items	0.8	1.0	299.6
Income before tax	-23.2	-0.8	288.3
Tax	5.9	0.2	0.7
Income for the period	-17.3	-0.6	289.0
Parent Company Balance Sheet (MSEK)	2010-06-30	2009-06-30	2009-12-31
Tangible fixed assets	6.6	3.0	2.9
Financial assets	584.1	585.8	584.1
Total non-current assets	590.7	588.8	587.0
Current receivables	147.5	81.4	296.8
Cash and liquid assets	375.6	189.0	393.9
Total current assets	523.1	270.4	690.7
Total assets	1 113.8	859.2	1 277.7
Restricted equity	332.4	332.4	332.4
Unrestricted equity	391.7	465.9	762.4
Total equity	724.1	798.3	1 094.8
Untaxed reserves	0.4	0.4	0.4
Current liabilities	389.3	60.5	182.5
Total equity and liabilities	1 113.8	859.2	1 277.7

Group Review

Consolidated Income Statement (MSEK) (Continuing operations)	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2009 FY	2008 FY	2007 FY	2006 FY
Revenues	366.1	367.7	382.9	316.7	284.6	315.5	1 299.7	1 037.8	649.0	293.6
Operating expenses from gaming activities	-74.4	-70.4	-70.7	-63.7	-60.5	-59.8	-254.7	-209.7	-128.2	-61.4
Gross Profit	291.7	297.3	312.2	253.0	224.1	255.7	1 045.0	828.1	520.8	232.2
Marketing expenses	-120.3	-120.2	-136.4	-104.4	-86.1	-113.1	-440.0	-347.8	-189.1	-106.3
Personnel expenses	-47.4	-45.4	-43.9	-34.9	-39.3	-32.3	-150.4	-101.7	-62.4	-46.5
Other external expenses	-39.0	-36.3	-38.9	-34.6	-37.7	-39.7	-150.9	-109.8	-91.2	-59.2
Capitalized development costs	9.2	9.9	14.9	12.2	12.5	13.7	53.3	44.0	26.9	12.1
Depreciation	-12.0	-11.1	-10.6	-9.6	-8.9	-7.5	-36.6	-20.6	-12.3	-11.5
Other operating income	1.9	4.7	-3.2	8.7	10.7	5.2	21.4	-	-	-
Other operating expenses	3.9	-14.7	-0.6	-11.0	-13.7	0.4	-24.9	-15.6	-2.8	-1.9
Operating expenses	-203.7	-213.1	-218.7	-173.6	-162.5	-173.3	-728.1	-551.5	-330.9	-213.3
Operating income	88.0	84.2	93.5	79.4	61.6	82.4	316.9	276.6	189.9	18.9
Financial items, net	0.5	0.4	0.8	0.2	0.4	0.6	2.0	4.1	2.8	-1.1
Income before tax	88.5	84.6	94.3	79.6	62.0	83.0	318.9	280.7	192.7	17.8
Tax	-4.5	-4.4	-4.3	-4.0	-3.1	-4.2	-15.6	-13.4	-13.3	14.2
Income for the period (Continuing operations)	84.0	80.2	90.0	75.6	58.9	78.8	303.3	267.3	179.4	32.0
Consolidated Balance Sheet (MSEK)	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2009 FY	2008 FY	2007 FY	2006 FY
Non-current assets	482.4	477.3	482.9	475.3	478.7	474.6	482.9	462.6	415.7	417.7
Current assets	1 026.0	937.6	909.3	728.1	607.6	802.3	909.3	685.8	427.9	177.8
Total assets	1 508.4	1 414.9	1 392.2	1 203.4	1 086.3	1 276.9	1 392.2	1 148.4	843.6	595.5
Equity	632.5	903.3	820.4	728.1	657.8	798.9	820.4	720.2	623.5	491.3
Non-current liabilities	3.9	4.1	4.5	4.0	4.3	4.3	4.5	4.3	0.2	0.9
Current liabilities	872.0	507.5	567.3	471.3	424.2	473.7	567.3	423.9	219.9	100.3
Total equity and liabilities	1 508.4	1 414.9	1 392.2	1 203.4	1 086.3	1 276.9	1 392.2	1 148.4	843.6	592.5
Consolidated Cash Flow Statement (MSEK) (Continuing operations)	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2009 FY	2008 FY	2007 FY	2006 FY
Operating cashflow	371.7	11.9	149.9	129.6	65.0	80.4	424.9	384.3	239.3	15.6
Cashflow from investing activities	-17.0	-6.2	-19.9	-6.3	-12.8	-19.5	-58.5	-67.5	-36.8	-15.7
Cashflow from financing activities	-353.3	0.0	0.0	0.0	-200.3	0.0	-200.3	-199.7	-37.9	-29.1
Totals	1.4	5.7	130.0	123.3	-148.1	60.9	166.1	117.1	164.6	-29.2

Group Review

Key Ratios (Continuing operations)	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2009 FY	2008 FY	2007 FY	2006 FY
Quarterly top-line growth (%)	0	-4	21	11	-10	-2				
Growth compared to same period last year (%)	29	17	19	26	20	38	25	60	121	87
Gross Margin (percent of Revenues)	79.7	80.9	81.5	79.9	78.7	81.0	80.4	79.8	80.2	79.1
EBITDA-margin (percent of Revenues)	27.3	25.9	27.2	28.1	24.8	28.5	27.2	28.6	31.2	10.4
EBITDA-margin (percent of Gross Profit)	34.3	32.1	33.3	35.2	31.5	35.2	33.8	35.9	38.8	13.1
EBIT-margin (percent of Revenues)	24.0	22.9	24.4	25.1	21.6	26.1	24.4	26.7	29.3	6.4
EBIT-margin (percent of Gross Profit)	30.2	28.3	29.9	31.4	27.5	32.2	30.3	33.4	36.5	8.1
Profit margin (percent of Revenues)	24.2	23.0	24.6	25.1	21.8	26.3	24.5	27.0	29.7	6.1
Profit margin (percent of Gross Profit)	30.3	28.5	30.2	31.5	27.7	32.5	30.5	33.9	37.0	7.7
Marketing expenses (percent of Revenues)	32.9	32.7	35.6	33.0	30.3	35.8	33.9	33.5	29.1	36.2
Marketing expenses (percent of Gross Profit)	41.2	40.4	43.7	41.3	38.4	44.2	42.1	42.0	36.3	45.8
Earnings per share (SEK)	2.14	2.04	2.29	1.93	1.50	2.01	7.73	6.81	4.55	0.82
Operating cashflow per share (SEK)	9.47	0.30	3.82	3.30	1.66	2.05	10.83	9.79	6.06	0.40
Equity per share (SEK)	16.12	23.02	20.91	18.54	16.75	20.35	20.91	18.34	15.85	12.41
Ongoing/executed dividend/redemption per share (SEK)	9.00	-	-	-	5.10	-	5.10	5.00	0.50	-
Average share price (SEK)	109.65	122.36	111.59	91.35	91.79	87.92	95.09	66.88	57.00	25.04
Last paid share price (SEK)	89.25	124.00	109.75	109.25	87.25	91.50	109.75	68.50	83.25	21.80
Highest share price (SEK)	130.50	134.25	121.00	109.75	103.00	105.25	121.00	83.75	88.00	35.90
Lowest share price (SEK)	89.25	110.00	102.75	77.50	78.00	67.75	67.75	54.25	21.00	16.20
Equity/asset ratio (percent)	42	64	59	60	61	63	59	63	74	83
Investments, continuing operations (MSEK)	17.1	6.2	19.9	6.3	12.8	19.5	58.5	67.8	36.1	18.0
Average number of employees (accumulated)	266	261	225	210	197	182	225	154	106	71
Number of employees at end of period	275	276	258	251	225	196	258	185	136	95
Number of registered shareholders at end of period	11 782	10 677	9 905	8 316	7 826	6 413	9 905	5 790	5 952	3 256
Customers	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2009 FY	2008 FY	2007 FY	2006 FY
Registered Customers (thousands)	2 719.3	2 414.9	2 117.8	1 916.7	1 777.1	1 629.1	2 117.8	1 499.9	996.2	543.6
Quarterly growth (%)	13	14	10	8	9	9				
Growth compared to same period last year (%)	53	48	41	42	44	42	41	51	83	22
Active Customers (thousands)	288.7	318.6	288.7	220.9	185.3	174.6	288.7	167.4	107.0	92.6
Quarterly growth (%)	-9	10	31	19	6	4				
Growth compared to same period last year (%)	56	82	72	74	33	14	72	56	16	109
Activity Rate, Active/Registered customers (%)	11	13	14	12	10	11	14	11	11	17
Customer Deposits	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2009 FY	2008 FY	2007 FY	2006 FY
Customer Deposits (MSEK)	911.1	964.9	915.7	823.6	783.1	735.6	3 258.0	2 279.7	1 346.6	748.8
Quarterly growth (%)	-6	5	11	5	6	5				
Growth compared to same period last year (%)	16	31	30	41	52	54	43	69	80	94
Sportbook Margin	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2009 FY	2008 FY		
Gross Turnover Sportbook (MSEK)	1 233.1	1 012.8	755.3	634.9	644.8	536.5	2 571.5	1 567.1		
of which Live betting	56.7%	38.0%	30.7%	30.6%	35.3%	27.5%	31.2%	19.8%		
Quarterly growth (%)	22	34	19	-2	20	3				
Growth compared to same period last year (%)	91	89	45	78	73	69				
Margin after free bets (%)	7.4%	7.6%	12.0%	7.2%	4.7%	11.7%	8.9%	11.1%		
Gross Profit (MSEK)	78.0	72.0	82.0	41.4	25.8	57.4	206.6	159.0		
Gross Margin Sportsbook (%) 1)	6.3%	7.1%	10.9%	6.5%	4.0%	10.7%	8.0%	10.1%		
1) Margin after allocated costs										

Segment Reporting

Gross Profit by Geographical Area	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2009 FY	2008 FY	2007 FY	2006 FY
Gross Profit (MSEK)										
Nordic Countries	140.9	151.3	168.7	153.2	140.1	143.0	605.0	478.2	351.4	158.0
EU, outside Nordic region	37.2	42.0	40.0	33.3	33.5	32.9	139.7	97.2	66.3	28.8
Others Europe	111.6	102.1	102.6	64.6	49.7	79.0	295.9	250.4	89.3	34.1
Rest of the world	2.0	1.9	0.9	1.9	0.8	0.8	4.4	2.3	1.5	6.1
Total gaming activities	291.7	297.3	312.2	253.0	224.1	255.7	1 045.0	828.1	508.5	227.0
Others, adjustments	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.3	5.2
Group totals	291.7	297.3	312.2	253.0	224.1	255.7	1 045.0	828.1	520.8	232.2
Share of total gaming activities (%)										
Nordic Countries	48.3	50.9	54.0	60.6	62.5	55.9	57.9	57.7	69.1	69.6
EU, outside Nordic region	12.8	14.1	12.8	13.2	14.9	12.9	13.4	11.7	13.0	12.7
Others Europe	38.3	34.3	32.9	25.5	22.2	30.9	28.3	30.2	17.6	15.0
Rest of the world	0.7	0.6	0.3	0.8	0.4	0.3	0.4	0.3	0.3	2.7
Quarterly Growth (%)										
Nordic Countries	-7	-10	10	9	-2	5				
EU, outside Nordic region	-11	5	20	-1	2	6				
Others Europe	9	0	59	30	-37	-13				
Rest of the world	5	111	-53	138	0	-11				
Total all countries	-2	-5	23	13	-12	-1				
Growth compared to same period last year (%)										
Nordic Countries	1	6	24	21	29	35	27	36	122	91
EU, outside Nordic region	11	28	29	54	51	46	44	47	130	71
Others Europe	125	29	14	17	-8	55	18	180	162	401
Rest of the world	150	138	0	171	100	167	91	53	-75	-34
Total all countries	30	16	21	24	21	42	26	63	124	96
Gross Profit by Products	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2009 FY	2008 FY	2007 FY	2006 FY
Gross Profit (MSEK)										
Casino	173.8	180.8	186.9	173.2	158.4	151.9	670.4	481.3	254.2	126.8
Poker	25.3	30.3	31.5	27.5	31.9	41.0	131.9	158.5	193.0	83.1
Sportsbook	78.0	72.0	82.0	41.4	25.8	57.4	206.6	159.0	56.8	14.6
Other products	14.6	14.2	11.8	10.9	8.0	5.4	36.1	29.3	4.5	2.5
Total gaming activities	291.7	297.3	312.2	253.0	224.1	255.7	1 045.0	828.1	508.5	227.0
Others, adjustments	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.3	5.2
Group totals	291.7	297.3	312.2	253.0	224.1	255.7	1 045.0	828.1	520.8	232.2
Share of total gaming activities (%)										
Casino	59.6	60.8	59.9	68.5	70.7	59.4	64.2	58.1	50.0	55.9
Poker	8.7	10.2	10.1	10.9	14.2	16.0	12.6	19.1	38.0	36.6
Sportsbook	26.7	24.2	26.3	16.4	11.5	22.4	19.8	19.2	11.2	6.4
Other products	5.0	4.8	3.8	4.3	3.6	2.1	3.5	3.5	0.9	1.1
Quarterly Growth (%)										
Casino	-4	-3	8	9	4	4				
Poker	-17	-4	15	-14	-22	0				
Sportsbook	8	-12	98	60	-55	-7				
Other products	3	20	8	36	48	-41				
Total all products	-2	-5	23	13	-12	-1				
Growth compared to same period last year (%)										
Casino	10	19	28	36	42	57	39	89	100	81
Poker	-21	-26	-24	-25	-10	-9	-17	-18	132	87
Sportsbook	202	25	33	27	-21	78	30	180	289	-
Other products	83	163	28	36	29	-8	23	551	80	127
Total all products	30	16	21	24	21	42	26	63	124	96