

BETTING INCOME Q4 2008



BETTING PROMOTION

Record revenue in Q4 2008

Betting Promotion achieved a gaming turnover of 2 595 MSEK (3 075) and a net turnover after fees of 29.0 MSEK (21.2) in the fourth quarter of 2008. This leads to a gross margin of 1,12% (0,69).

“The gross margin for the quarter was highly satisfactory and shows that the changes that were implemented gradually during the second half of the year have had the desired effect. The lower gaming turnover was mainly due to these changes. The changes have had the effect of minimizing trading activity which increased risk without necessarily increasing profit. The “Live” segment also showed an improved gross margin which gives us the confidence that we are on the right track”, said Johan Moazed, Managing Director of Betting Promotion.

MARKET SEGMENTS

	Betting turnover (SEK million)	Net turnover After fees (SEK million)	Gross Margin (%)
Soccer	1 754	22,6	1.29
Live	471	2,1	0.45
Other	370	4,2	1.15
Totalt	2 595	29,0	1.12

End of year report 2008 will be published February 25, 2009.

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