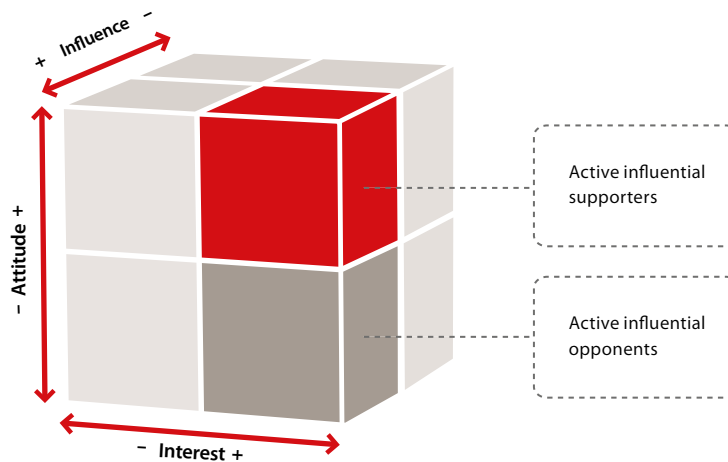


Stakeholder expectations on Svenska Spel

Svenska Spel performs an annual analysis of stakeholders' view of the Company's social responsibility. It provides important documentation for the development of operations, as well as for CSR reporting and the ongoing relationship with stakeholders.



Prioritised groups

The selection of stakeholders for in-depth interviews has been undertaken based on the criteria, "influence on," "perceived attitude towards," and "perceived interest for Svenska Spel's responsibility process." The objective has been to have the broadest possible distribution of interviews.

During the summer of 2010, 100 in-depth interviews were conducted with a selection of internal and external stakeholders. The survey comprised a combination of open questions

and questions with fixed grading scales. Stakeholders were able to offer their opinion of Svenska Spel's performance in the areas of responsible gaming, economic responsibility and environmental responsibility. They also had the opportunity to rate Svenska Spel's information and transparency within these areas and offer concrete proposals as to how the Company might develop its CSR process.

Representatives from the following stakeholder of Svenska Spel participated in the survey:

Owners, Board of Directors, key management, employees, retail shop players, Internet players, Vegas players, casino players, retailers, business partners, associations, suppliers, authorities, other gaming companies, media, stakeholder organisations and other partners. Svenska Spel's stakeholders with the highest priority are:

- Employees
- Players
- Retailers/business partners
- Owners

Svenska Spel's concept of responsibility

Svenska Spel has identified and defined four areas that stakeholders consider particularly important in terms of responsibilities in relation to commercial significance.

1

Business ethics and security

Responsibility in business ethics permeates Svenska Spel as a whole and comprises a platform for CSR. It is defined as Svenska Spel's responsibility to ensure that people, financial resources and the environment are not abused, deceived or in any other way exploited by the Company's operations.

Social responsibility and responsible gaming

Svenska Spel has a responsibility to sell games in a responsible and secure manner and to minimise the negative social consequences of the Company's operations and the products for which it is responsible. Svenska Spel should contribute to positive social development wherever the company operates.

Environmental responsibility

Svenska Spel has a responsibility to reduce its environmental impact through continuous improvements and proactive work to make this possible.

Economic responsibility

Svenska Spel has a responsibility to ensure that its commercial investments are always integrated with the assumption of responsibilities in other areas of responsibility. Svenska Spel has the ambition to be the players' first choice.

The expectations of stakeholders

1. Business Ethics and Security

- Define the concept of business ethics internally
- Be a role model in the industry
- Ensure control and monitoring
- Conduct dialogue/communication
- Be transparent

2. Social responsibility and responsible gaming

- Clarify what social responsibility means to Svenska Spel
- Define objectives and benchmarks

- Be a role model in responsible gaming
- Invest in research and education
- Partner with stakeholder organisations
- Strengthen responsible gaming with Vegas

3. Environmental responsibility

- Define objectives
- Increase knowledge internally
- Analyse and reduce environmental impact
- Improve utilisation of IT support
- Not to be leading, but better than average
- Communicate the efforts

4. Economic responsibility

- Provide funds to the state
- Be cost efficient
- Generate revenues from players with sound gaming behaviour
- Develop partnerships with sports and youth movements
- Be transparent about winnings and the allocation of funds
- Support retailers' security when handling cash