

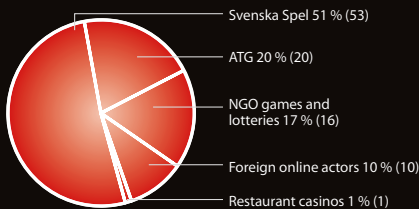
# 2010 in brief

## Key data, Svenska Spel

SEK million	2010	2009
Gross gaming revenue	21,751	22,175
Net gaming revenue, total	9,624	9,905
Net sales from gaming operations, etc.	7,885	8,096
Operating profit	4,795	4,921
Operating margin, %	21.8	21.9
Income for the year	4,766	4,977
Average number of employees	1,764	1,748

## The Swedish gaming market \*

### Net market share 2010, %



### Net gaming revenue 2010, SEK million



\* Refers to the total confirmed market in Sweden. Source: Preliminary statistics from the Swedish Gaming Board and Svenska Spel's estimates of the net gaming revenue of foreign Internet companies. These sources estimate the size of the total Swedish net gaming market to have been approximately SEK 18,754 million (18,600) in 2010.



## "Dream Winnings" beat all records

"Dream Winnings" are won by players with seven correct Lotto numbers, plus at least two correct Joker numbers, on the same ticket. No fewer than seven lucky players won in 2010. The largest payback was more than SEK 214 million, marking a record for Svenska Spel and for gaming in Sweden as a whole.

## Advance for Oddset and Lotto

Oddset reported one of the best results ever. Net gaming revenue reached SEK 790 million, up SEK 24 million from 2009. Lotto also reported an excellent year, with net gaming revenue of SEK 1,610 million (1,585). In terms of net gaming revenue, however, Vegas VLTs remain Svenska Spel's single largest gaming form, although it dipped to SEK 2,039 million (2,081) during the year.

## Higher payback for Stryktipset

In August 2010, the payback for the Stryktipset football pools was raised from 46 % to 65 %. This resulted in a doubling of winnings for 13 correct on the Stryktipset football pools coupon. In addition, guaranteed winnings of SEK 10 million were introduced for players who are alone in correctly forecasting the 13 match results.

**Read more about the games on page 27**

**"We aim to be the players' first choice."**

Anders Hägg, previously Chief Financial Officer, is interim CEO of Svenska Spel following the resignation of Meta Persdotter.

**Read the CEO's commentary on page 4**

# Responsibility and CSR programmes continue

## Efforts to integrate responsibility and CSR issues throughout operations – internally and externally – continued during 2010.

- The acquisition of Playscan AB is part of Svenska Spel's future gaming responsibility strategy.
- The Playscan™ tool at svenskaspel.se now has some 47,000 users (40,000) in Sweden. Miljonlotteriet (Sweden), La Francaise des Jeux (France), Ray (Finland) and the Canada-based Atlantic Lottery have purchased licences for the tool.
- The outcome of the Swedish Gaming Board's survey of information on age limits among 215 retailers was highly satisfactory. 100 % of retailers displayed signs showing the 18-year minimum age limit and 97 % had responsibility brochures clearly visible for customers.

- In January, the World Lottery Association (WLA) certified the top ranking for Svenska Spel in terms of responsible gaming. This confirms that Svenska Spel has an established and integrated responsible gaming programme and engages in advanced dialogue with the Company's stakeholders.
- Svenska Spel established a research council as part of efforts to increase insight into gambling addiction problems. The council will determine the utilisation of the annual SEK 5 million contribution from Svenska Spel for research in this field.
- An environmental training programme for Svenska Spel's workforce was developed in a bid to strengthen efforts to attain environmental objectives.
- Harrys, the restaurant chain, ranked Vegas as "The CSR relationship of the year for 2010".

The CRS Report for 2010 is presented on pages 97–132 and at svenskaspel.se.

## Playscan – new subsidiary

Playscan AB is a new subsidiary in the Svenska Spel Group. The Company pursues development and sales of Svenska Spel's Playscan™ responsibility tool for regulated companies in Sweden and other countries.

Read more on page 16



Playscan

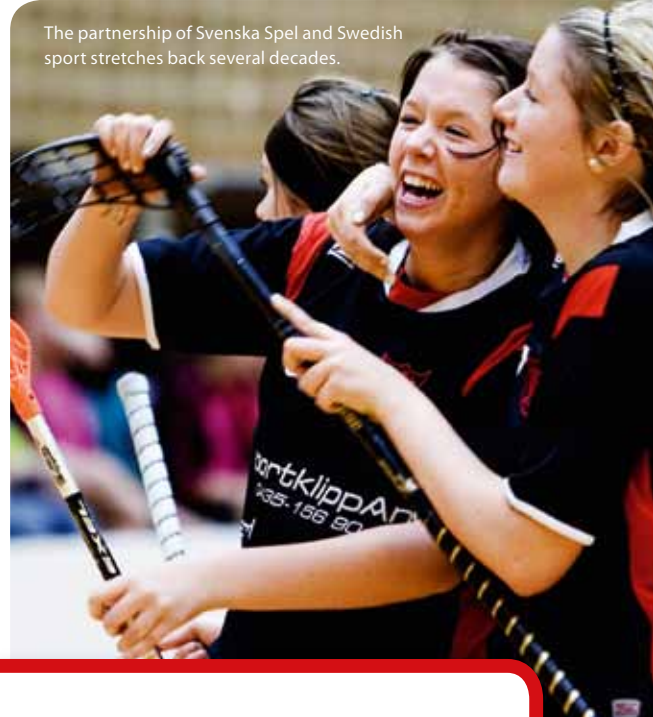


## Minimum age of 18 for lottery purchases

Effective 1 October 2010, a minimum age limit of 18 was set for the purchase of Svenska Spel's lottery tickets. This means that all Svenska Spel's gaming forms are now subject to this age limit. The age limit also applies to the payout of winnings. The age limit for players at Casino Cosmopol is 20, however.

Read more about Social responsibility and responsible gaming on page 111

The partnership of Svenska Spel and Swedish sport stretches back several decades.



# SEK 4,776 million for the public treasury

Svenska Spel contributed SEK 4,776 million (4,477) to the Swedish State, representing an increase of SEK 289 million from 2009.



## Lotto turned 30

Lotto – one of Sweden's most popular and well-known games – was introduced on 6 September 1980 and has maintained its strong brand and position on the gaming market for 30 years.

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