

# Svenska Spel's business areas

Svenska Spel's organisation 2011 consisted of three business areas: Gaming & Lotteries, Vegas and Casino Cosmopol.

## Net gaming revenue by business area in 2011

Net gaming revenue, SEK million	2011	2010	Change, SEK million	Change, %
Gaming & Lotteries	6,401	6,395	6	0.1
Vegas	2,083	2,039	44	2.2
Casino Cosmopol	1,203	1,190	13	1.1
<b>Svenska Spel total</b>	<b>9,687</b>	<b>9,624</b>	<b>63</b>	<b>0.7</b>

## Gaming & Lotteries business area

The Gaming & Lotteries business area accounts for a substantial share of Svenska Spel's net gaming revenue. In 2011, this amounted to SEK 6,401 million (6,395), representing some 66% (67) of Svenska Spel's total net gaming revenue. Net sales from gaming operations, etc. accounted for SEK 5,399 million (5,400). Operating profit in 2011 was SEK 3,607 million (3,547).

The business area is responsible for the sales, marketing and development of all gaming and lotteries at retailers, arenas, on [svenskaspel.se](http://svenskaspel.se), via mobile telephone, corporate customers and subscriptions. The Spelkortet customer loyalty card is also part of this business area.

Gaming & Lotteries is subject to stiff competition in a market in which the player base is shrinking, customers are aging and game evolution is moving faster. The business area focuses on strengthening its relationship with existing customers and channelling potential customers to Svenska

Spel through attractive games, high accessibility, advanced responsible gaming programmes, and service.

### Gaming via stores

As of 31 December 2011, Svenska Spel had 6,209 (6,604) retailers: retail stores, food stores, department stores, betting stores, tobacco shops and petrol stations. They accounted for SEK 5,055 million (5,143) in net gaming revenue, a decline of 2.3%. The Company's nationwide distribution network remains unique despite the emergence of new and more modern distribution channels, and represents the Company's key success factor in addition to its strong brands.

2,580 retailers (2,674) carry the full range of Svenska Spel's sports betting, number games and lotteries. 3,540 (3,834) lottery retailers sell only lottery tickets.

In addition, Svenska Spel has 89 (96) "checkout" retailers at the ICA chain and Reitan (Pressbyrå and 7-Eleven), where lotteries, Lotto and Joker are sold at the checkout.



## Gaming & Lotteries business area

### Events 2011

- Triss won two Silver Lions at the Cannes Lions Advertising film Festival for the commercial "The Proposal".
- Identity checks in stores were introduced for payment of winnings exceeding SEK 1,000.
- Record winnings on Stryktipset amounted to SEK 20 million.
- Launch of new games for mobile phones – Tipsen, Powerplay, Lotto and Bomben – as well as a goal service app for Android.
- Internet-based gaming reversed from negative to positive growth.
- Svenska Spel turned around the negative trend for Bingo and increased the number of players, despite a declining market.
- Svenska Spel's poker on [svenskaspel.se](http://svenskaspel.se) won market share in a downward market.
- Launch of the Triss Gift Code for corporate and private customers.
- Sharp growth for the football pools as a result of the increased reimbursement introduced in 2010.
- Continuing high level of approved results from test purchases at retailers, 84% for 2011.

### Priorities 2012

- Further develop the Company's strongest product brand, Triss.
- Major focus on the Ice-Hockey World Cup, European Football Championship and the Olympic Games.
- Increase the awareness of Oddset in mobile phones and develop more games.
- Increase the involvement in and support for syndicate-based gaming at retailers.
- Increase customer awareness by synchronising Svenska Spel's various sales channels.

### Responsible gaming at retailers

The retailers have an age limit of 18 for the purchase of lottery tickets and payment of winnings for all Svenska Spel's games.

During 2011, customer security was improved with the introduction of identity requirement for the payout of winnings exceeding SEK 1,000. Also, the blocking of retail terminals was introduced for the payment of winnings of SEK 20,000 and more. Information on winnings shown on the customer display was made clearer, and tickets submitted after using the Spelkortet customer card now carry the customer's name printed on them. These measures ensure that customers are made aware about their winnings and that prize money fall into the right hands.

Svenska Spel regularly makes test purchases in order to control how the retailers handle the age limits. The results have steadily improved and the handling of identity requirements among gaming retailers is now very good in general. ID control is a new routine for lottery retailers and therefore their results have not yet reached the same levels.

A test purchase means that a young person 18–19 years of age – who looks younger, and whose identification the retailer should check according to the rules – visits the retailer, buys a ticket and notes whether the retailer asks for identification. The rule is that retailers must check the identity of people under the age of 25. The proportion of approved test purchases is now 84% (86), which clearly shows that retailers are satisfactorily managing their age limit controls. Among lottery retailers, where ID checks have been routine for more than a year, 59% of the tests were approved. A two-week ban is imposed on retailers who fail two consecutive tests, which affected 97 lottery retailers and 14 (10) gaming agents. Two lottery retailers lost their sales permit after having failed four consecutive tests. An additional 18 retailers (12) lost their contract with Svenska Spel due to serious breaches of contracts. 8 (9) of them had illegal gaming machines in their stores.

### Spelkortet – a component in responsible gaming

Following its decade-long use, the Spelkortet customer card programme has now been developed to form a key feature of Svenska Spel's brand and responsible gaming. The card is personal and free of cost, and application can be made at retailers or on svenskaspel.se by customers who have turned 18 and are registered residents in Sweden. The Spelkortet card is obligatory for gaming on svenskaspel.se. Some 1.2 million customers

have acquired the card. Spelkortet provides automatic monitoring of winnings, permits gaming on svenskaspel.se, where players can also control their gaming behaviour via the Playscan™ tool and receive offers of discounts and competitions, etc.

Svenska Spel continues to develop the Spelkortet customer card as part of efforts to create added value for customers. Currently, the card cannot be used for buying lottery tickets at retailers, neither on Vegas or in the casinos.

### Dialogue with retailers

Svenska Spel cooperates with retailers in order to optimise the in-store customer service.

The business area has a special section for training retailers. The Retailer School has its training premises at Svenska Spel's Sundbyberg office, where retailers – especially recently established ones – receive training in responsible gaming, games, retailer terminal know-how, customer service, and so forth. The school also offers open courses in various subjects nationwide. In 2011, 359 people (387) attended the Retailer School and 2,079 (1,872) participated in training courses.

Retailers also have their own Svenska Spel website at their disposal, with access to training, information, campaign news, and so forth. In addition, a weekly newsletter, "Spelveckan", is sent to gaming agents, while the monthly "Spelnytt" magazine is mailed to all retailers.

Svenska Spel has its own betting store – known as "The Lab" – in its offices in Sundbyberg. It also serves as a café and a test environment where Svenska Spel can test new games and concepts and pursue direct dialogue with customers and retailers.

Once annually, Svenska Spel arranges the much-appreciated "Ombudsgalan" (Retailers' Gala). Selected retailers are acclaimed for their exceptional input in a number of categories such as "Retailer of the Year", "Climber of the Year" and so forth. The retailers' gala event in 2011 was held at the Ericsson Globe Arena in Stockholm, to which a few hundred retailers were invited to attend exhibitions, information, have dinner and enjoy the entertainment.

### Internet gaming

Svenska Spel estimates that in 2011 the net gaming revenue via the Internet from the Swedish market totalled some SEK 4,900 million (about 4,400) up 11% from 2010. On the

Internet, Svenska Spel has a market share of approximately 25% (27).

Total net gaming revenue at svenskaspel.se in 2011 increased to SEK 1,188 million (1,152). Sports games, number games and Bingo increased, while poker and lotteries decreased.

The single most popular game on svenskaspel.se is Lotto, followed by poker. Despite its decline, poker reported net gaming revenue (referred to as the rake) of SEK 214 million (231) and raised its market share in 2011. For the fifth consecutive year, a Swedish Poker Championship was arranged online, with a record participation level of some 6,000 players.

#### **Responsible gaming on svenskaspel.se**

In contrast to the gaming market as a whole, with less players, the number of players on svenskaspel.se has increased. In brief, more people are playing but their stakes are smaller. This is a positive development as svenskaspel.se is to channel players from foreign gaming sites. Playscan™ and the Spelkortet customer card help players to be aware of their gaming behaviour. An upgraded version of the responsible gaming tool was launched in 2011. Before playing, all players on svenskaspel.se must indicate the size of the stake they wish to play for, and poker players must also indicate how long they intend to play.

#### **Mobile gaming and services**

Mobile phones, smartphones and tablet computers are now distribution channels with substantial growth and a high development rate of new services. Svenska Spel Mål och Resultatservice (scores and results service) is an app designed for the iPhone and Android handsets. Customers can monitor particular games played via svenskaspel.se, mobile phone or submitted at a retailer using the Spelkortet customer card. One selects the sport, leagues and matches that are to be monitored and can see on-going and completed matches, get forecasts, view live score checking, and check the timing and channels for live TV broadcasts of selected matches.

During 2011, Svenska Spel also further enhanced the potential to play via smartphones and the mobile offering currently encompasses gaming on Oddset, the football pools and Lotto. The very first "mobile millionaire" won some SEK 1.3 million on Lotto in November 2011.

Those gaming via a mobile phone gain automatic access to the same responsible gaming tools as Internet players.

#### **Arena sales**

The opportunity to play on-site in connection with matches is much appreciated, and currently covers 26 football and ice hockey arenas. On-site arena gaming is a result of a cooperation between Svenska Spel, Arenabolaget (the Arena company), local retailers and sports associations.

#### **Subscription sales**

Subscription is a rapidly growing venture. Net gaming revenue in 2011 totalled some SEK 101 million, up 94% from the previous year. At present, Svenska Spel has more than 130,000 subscribers (approx. 100,000). It is currently possible to subscribe to Triss and Lotto with Joker.

#### **Corporate Sales**

The Corporate Sales unit focuses on companies buying games and lottery tickets as prizes in competitions, or as gifts and so forth. 2011 saw the launch of Triss Gift Code that customers – both private and corporate – can order via an account at svenskaspel.se and then forward to the intended recipient. The recipient presents the gift code at a retailer or on svenskaspel.se and receives the gift of Triss. This innovation instantly had a customer acceptance exceeding all expectations.

#### **Successful ventures**

Sports games have a committed and knowledgeable customer base that imposes high demands in terms of the gaming experience and prefers fast games with a high reimbursement. Last year's increase of the reimbursement of Stryktipset and Europatipset resulted in an almost 20% increase in gross revenue thereby levelling out a declining trend.

In 2011, the business area focused on a broader offering for the Oddset Powerplay, which more than doubled its net gaming revenue.

The business area and the O'Leary's sports pub chain commenced a cooperative venture, which has made the pubs a venue for all those who love football and the Stryktipset football pools.

In connection with the 25th anniversary of Triss, a major campaign was launched featuring higher winnings. In 2011, a commercial for Lotto was nominated for the Swedish Guldägget (Golden Egg) award, and Triss was awarded two Silver Lions at the advertising film festival in Cannes. ■

## Vegas business area

The business area is responsible for Vegas Video Lottery Terminals (VLTs), which have been installed in 2,254 (2,230) restaurants and bingo halls nationwide that have concluded partnership agreements with Svenska Spel. Overall, 6,588 VLTs (6,563) have been installed in the premises of these business partners.

Net gaming revenue increased in 2011 to its highest ever amount, SEK 2,083 million (2,039), corresponding to about 22% (21) of Svenska Spel's total of SEK 9,687 million (9,624). Vegas remains Sweden's single largest game in terms of net gaming revenue.

Net sales from gaming operations, etc. totalled SEK 1,222 million (1,198). Operating profit was SEK 893 million (835).

### Debate during 2011

Gaming on VLTs is questioned because there is a relatively high risk of developing problem gambling.

15 years ago, the Swedish Government and Parliament approved a permit for a new game, video lottery terminals (VLTs). Svenska Spel gained the commission, which was subject to clear restrictions in terms of their location, number of VLTs in any gaming facility, and limits on winnings and stakes, for example.

The first VLTs were installed in 1996 in restaurants under the name Jack Vegas. The Lottery Act stated that VLTs may only be placed in restaurants with an alcohol license and in bingo halls, i.e. in environments that are already subject to age restrictions with age limits.

According to Svenska Spel's mandate, the Company shall serve as a credible alternative to illegal gaming machines.

### Private gaming machines are illegal

The Supreme Court rules that, in principle, Vegas are the only VLTs permitted in Sweden. Private gaming machines



## Vegas business area

### Events 2011

- Completion of a pilot test and commencement of the rollout of a new gaming system.
- An agreement covering the purchase of responsible gaming tools was signed. Tests will commence at the end of 2012 and the responsible gaming tools are expected to be available to all Vegas customers in the summer of 2013.
- Launch of four new games.
- Investment made in 270 new VLTs.
- Training of more than 2,000 business partners through a new responsible gaming programme.
- Government granted Svenska Spel a concession for VLTs for the next two years.
- Net gaming revenue in 2011 represented an all-time record.
- The Supreme Court established that private gaming machines linked to servers abroad are illegal.

### Priorities 2012

- Launch of six new games during the year.
- Invest in 360 new VLTs.
- Conduct an information campaign aimed at increasing insight into the Vegas gaming form.
- At year-end 2012, tests will commence on the responsible gaming tools in Vegas VLTs.



## Vegas turned 15

In 1995, new lottery legislation came into effect that, among other things, meant that VLTs could be introduced as a new game in Sweden. The Government decided that AB Tipstjänst (Swedish Pools) would have a monopoly on the modern VLTs and that the surplus would accrue to the Swedish Sports Confederation and the Swedish National Board for Youth Affairs.

### 1996

In May 1996 Tipstjänst installed the first VLTs – under the name Jack Vegas – in restaurants with alcohol permits. The surplus accrued to the Swedish Sports Confederation and the Swedish National Board for Youth. A minimum age limit of 18 applied from the start. Winnings were paid in the form of gift vouchers with a maximum value of SEK 1,000.

### 1997

Tipstjänst was merged with Penninglotteriet to form Svenska Spel. In subsequent years, revenue increased substantially and Jack Vegas became an established game.

### 1999

Svenska Spel received a permit to arrange gaming on VLTs also for bingo halls, and Miss Vegas was launched. Gift vouchers were replaced by cash winnings. Meanwhile, maximum winnings were reduced from SEK 1,000 to SEK 500.

### 2001

In terms of revenue, Jack Vegas became the single largest game in Sweden, generating substantial earnings for restaurants, bingo halls and Swedish sporting associations. An adverse result of this was the emergence of a growing gaming problem. Thus, responsible gaming became an increasingly important feature of Jack Vegas operations.

### 2005

The Winwave VLT was launched. Winwave was the result of a competition arranged by Svenska Spel to develop VLTs for the future.

### 2006

Vegas turned 10. A limit rule was introduced for business partners. Vegas was not allowed to dominate their business, but be a complement to the restaurant's or bingo hall's regular business.

### 2007

When Svenska Spel's logotype, the winner symbol, was integrated in all product logotypes, the names Jack Vegas and Miss Vegas were removed and replaced by the simpler product name, Vegas.

### 2008

Age verification was introduced in the VLTs in order to highlight the minimum age of 18 for playing on Vegas.

### 2009

The special ring-fencing of Vegas' surplus for sports ceased after a Government decision.

### 2010

An energy-saving function was introduced in Vegas VLTs, which decreased energy consumption. During the autumn, a new responsible gaming campaign was conducted featuring the elite ice-hockey goalkeeper, Henrik Lundqvist.

### 2011

Vegas turned 15. A new gaming system was introduced in a number of restaurants, and in 2012 all business partners will have it. Over a ten-year period, in terms of net gaming revenue, Vegas has been Sweden's single most profitable game. Net gaming revenue in 2011 reached SEK 2.1 billion – an all-time high.



SVENSKA SPEL

## VLTs in the Nordic region

Svenska Spel's permit covers 7,500 Vegas VLTs, and 6,588 are actually installed. Norway has issued permits covering 10,000 VLTs, while there are 20,000 VLTs in the Finnish market and 27,000 in Denmark.

linked to servers abroad are operating in Sweden. The Supreme Court has examined whether these gaming machines were in accordance with the Swedish Lottery Act that solely applies to gaming arranged in Sweden. In December 2011, the Supreme Court decided that this gaming was deemed as being arranged in Sweden, and thus private gaming machines to be viewed as illegal.

### Education and information prioritised

The Vegas business area constantly strengthens responsible gaming programmes in a bid to provide customers with means to control their gaming.

Vegas is marketed only in a very limited degree to avoid the emergence of problem gaming with greater efforts devoted to information and training. In 2011, more than 2,000 business partners underwent new responsible gaming training. Information regarding Vegas and where customers and relatives can turn to in the event of problems is to be found in all venues.

Each year the business area arranges the Vegas Gala, when business partners are celebrated for their excellence in different fields, for example, "Vegas Best Responsible Gaming of the Year", "The Vegas Pub of the Year", or "The Vegas Bingo Hall of the Year". The Vegas Gala in 2011

was held at Cirkus in Stockholm and hundreds of partners were invited to an exhibition, for information and dinner with entertainment.

### Controlled responsible gaming

The minimum age for playing Vegas games is 18. Customers must register their date of birth before they can begin to play and if the player is under 18, gaming cannot commence. In the event of a win, the date of birth is printed on the winning ticket, which must match the ID card before the winning is paid out.

During 2011, the Vegas business area conducted 2,473 (2,485) test purchases among business partners to ensure that minors could not play on the Vegas VLTs. 85% of the test purchases were approved.

Svenska Spel also checks if there are any illegal gaming machines at the restaurants. In relevant cases, the Swedish Gaming Board is informed and the business partner is requested to remove the machines. If they don't, Svenska Spel terminates the partnership.

### New central system with responsible gaming tool

The introduction of a new central system commenced during the year. The system will permit business operations to be more flexible, and it will allow for example new games and responsible gaming tools for the benefit of the customers.

An agreement for the purchase of responsible gaming tools was signed. They will be available via the Spelkortet customer card during the summer of 2013 permitting the customers to voluntarily set gaming limits in terms of time and money, as well as excluding themselves from playing on Vegas VLTs.

### New developments in 2011

During 2011, the business area invested in 270 new Vegas VLTs. In addition, four new games were launched. ■

## Casino Cosmopol business area

Svenska Spel's subsidiary Casino Cosmopol AB has operated four international casinos since 2001, and thus celebrated its 10th anniversary during 2011. The casinos are located in carefully renovated, cultural-historic premises in Stockholm, Gothenburg, Malmö and Sundsvall and offer classic and new, international casino games, restaurants, bars and live entertainment.

Net gaming revenue rose in 2011 to SEK 1,203 million (1,190), accounting for some 12% (12) of Svenska Spel's total net gaming revenue. Net sales from gaming operations, etc. totalled SEK 1,291 million (1,277). Operating profit for 2011 totalled SEK 494 million (469).

Casino Cosmopol has an age limit of 20. Casino employees may not play at the casinos.

For the tenth consecutive year, the number of casino visitors increased. During 2011, the number of visits to the four casinos totalled 1,231,845 (1,218,851) distributed as follows: 453,230 in Stockholm (439,340); 361,434 in Gothenburg (354,480); 244,321 in Malmö (246,852); and 172,860 in Sundsvall (178,179).

### Hospitality and responsibility

The Casino Cosmopol has an extensive training programme for personnel and executives. Responsible gaming training is obligatory for employees who, among other things, conduct outreach dialogues with guests showing signs of excessive gaming. Special priority is given to young guests in the 20–24 age group. According to the National Institute of Public Health's report from 2010, men in the 18–24 age group represent a risk group.

During 2011, a total of 4,151 dialogues (3,923) were made with guests regarding their gaming behaviour and the risks of excessive gaming. The casino informs guests of the possibility to voluntarily limit the number of visits or a complete ban. During the year, 2,350 guests (2,282) chose to conclude such an agreement.

Marketing of the casinos is relatively restricted, and TV is never used for advertising.



## Casino Cosmopol business area

### Events 2011

- Casino Cosmopol celebrated its 10th anniversary.
- A new poker booking system was launched in May for simpler and secure booking via the website [casinocosmopol.se](http://casinocosmopol.se).
- Completion of systems for guest registration and incident management.
- The Swedish Competition Authority dismissed a case against Casino Cosmopol regarding its alleged distortion of the restaurant market.
- More effective camera monitoring of casino operations.

### Priorities 2012

- Public awareness of Casino Cosmopol will be increased and the image enhanced.
- Continuing focus on responsible gaming programmes.
- The sense of enjoyment will be further enhanced through the development of competency, personnel and leadership.
- The game offering will be strengthened with new slot machines replacing old ones.
- Continuing focus on identifying and reporting alleged money laundering.

**Unique brand**

A new brand strategy will enhance the casino experience making the primary attraction – gaming – more known and more enjoyable to each guest.

The casinos have a joint objective for entertainment, gaming and restaurants. Casino Cosmopol utilises the combined know-how of the casinos to ensure that guests enjoy themselves and are content with their visits. The Sundsvall casino was redecorated in connection with its 10th anniversary.

**Smoother procedures for poker players**

Poker tournaments at the casinos are very popular and well attended, why Casino Cosmopol has focused on implementing a new e-trading system for poker tournaments and packaged offerings. Poker players can now smoothly apply to tournaments via a new booking system on the website, casinocosmopol.se.

The casino in Stockholm added five poker tables, a new poker bar and renovated the high-stake venue. All casinos have also got more modern gaming tables.

## International award for the Sundsvall casino

In January 2012, Casino Cosmopol in Sundsvall was ranked the "Land-based Casino of the Year" at the Totally Gaming Awards gala in London. The jury pointed out the Sundsvall casino's adapting the offering and decor to various demands of the guests, and the good results of the ambition of a world-class hospitality.

**Technology, security and control**

Technology, security and control at casinos are advanced and subject to regular reviews. During 2011, camera surveillance of casinos was made more effective.

A new guest registration system is to be installed during 2012, as well as a system for handling incidents and registering money laundering. The work aimed at counteracting money laundering is a high-focus area. In 2011, 284 (311) suspected incidents of money laundering were reported to the Swedish Financial Police.

In November 2011, following a decision of the public prosecutor, eight people were arrested and detained on suspicion of grand embezzlement. Seven of the detainees were employees of Casino Cosmopol in Gothenburg. The casino's surveillance unit discovered irregularities and observed the suspects over a period of time before calling the police. No guests were harmed by the alleged crime.

For Casino Cosmopol, close cooperation with the Swedish Gaming Board, the Financial Police and other authorities is important in an effort to counteract crime at the casinos. Casino Cosmopol is refining its methods and training and develops new, upgraded support systems and procedures after the directives from the Swedish Gaming Board. All casino guests are identified, registered and supervised by camera.

**Completion of competition matter**

During 2010, following a report from the Swedish Hotel and Restaurant Association, the Swedish Competition Authority reviewed Casino Cosmopol's restaurant offering and advertising in order to ascertain that they were in compliance with the new amendments of the Competition Act. Casino Cosmopol had already contacted the Competition Authority concerning the amended legislation. Casino Cosmopol adjusted the restaurant prices and the advertising. The Competition Authority dismissed the case in January 2011. ■

SUNDSVALL 1 JULI 2001

MALMÖ 8 DECEMBER 2001

GÖTEBORGS 31 AUGUSTI 2002

## Casino Cosmopol celebrates its tenth anniversary

There were several reasons for the Social Democratic Government in the late 1990s to propose the launch of state-run international casinos in Sweden. It could reduce illegal gaming and increase the state income. Another reason was that casinos locally created more jobs. They would also have a positive impact on Sweden as a tourist destination.

The proposal was initially met with considerable resistance, particularly internally from several Social Democratic members of Parliament, who feared that the casinos would increase gambling addiction, attract criminal elements and cause serious social disorder.

### 1999

On 1 June 1999, the Swedish parliament decided on allowing up to six casinos in Sweden. The Government granted licenses to start four casinos. Six months later, Svenska Spel's subsidiary Casino Cosmopol was formed. By the autumn of 1999, 24 municipalities had submitted applications for casinos.

### 2001

Among other rules, the Swedish Casino Act stipulated an age limit of 20. On 1 July 2001, Sweden's first international casino opened in Sundsvall. A few months later, on 8 December 2001, the casino in Malmö was opened.

### 2002

In Gothenburg, the casino premiered on 31 August 2002.

### 2003

The casino in Stockholm opened on 14 March 2003 in the same building that once housed Stockholm's first movie theatre, the Palladium on Kungsgatan. Within a short period, Svenska Spel had opened not less than four casinos.

### 2005

Since 2005, all four casinos have generated a profit.

### 2011

In ten years, more than ten million visitors have been registered at Svenska Spel's four casinos. In 2011, Casino Cosmopol reported net gaming revenue of about SEK 1.2 billion and the highest number of visitors ever.

## Svenska Spel's business areas in brief

### Gaming & Lotteries business area

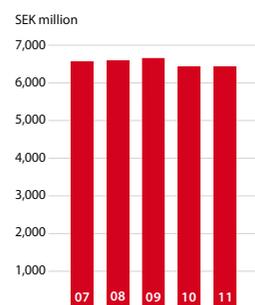
SEK million	Net gaming revenue		Change	
	2011	2010	SEK million	%
<b>Sports betting</b>				
Oddset	813	790	23	2.9
Stryktipset <sup>1</sup>	310	324	-13	-4.1
Europatipset <sup>1</sup>	140	128	12	9.0
Måltipset	100	110	-10	-9.3
Topptipset	92	87	5	5.8
<b>Number games</b>				
Lotto	1,625	1,610	16	1.0
Keno and KenoXpress	585	603	-18	-3.0
Joker	513	496	17	3.4
Viking Lotto	43	45	-2	-4.2
Bingo and Pick'n'Click on svenskaspel.se	126	125	1	0.9
<b>Lotteries</b>				
Triss	1,640	1,621	19	1.2
Tia	65	88	-22	-25.5
Skrap-Spel	104	99	5	5.0
Penninglotten	8	9	-1	-13.2
Lottpaketet	21	29	-8	-27.0
<b>Poker</b>				
Poker at svenskaspel.se	214	231	-17	-7.2
<b>Net gaming revenue, total</b>	<b>6,401</b>	<b>6,395</b>	<b>6</b>	<b>0.1</b>
<b>Gross gaming revenue, total</b>	<b>13,620</b>	<b>13,240</b>	<b>380</b>	<b>2.9</b>

1. 2010 figures include Dubbelvinsten (double winnings).  
As figures are rounded to SEK million, the amounts in the tables do not always tally.

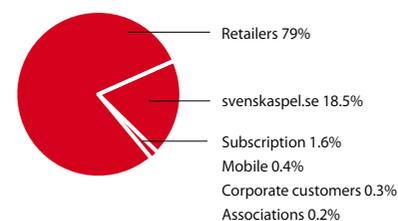
### Number of retailers

Number of retailers	2011	2010
Gaming retailers (providing all games and lotteries)	1,758	1,826
Gaming retailers in rural areas and lone retailers in small towns	822	848
<b>Number of gaming retailers, total</b>	<b>2,580</b>	<b>2,674</b>
<b>Number of lottery retailers, total</b>	<b>3,540</b>	<b>3,834</b>
<b>Number of check-out retailers, total</b>	<b>89</b>	<b>96</b>
<b>Number of retailers, total</b>	<b>6,210</b>	<b>6,604</b>

### Net gaming revenue Gaming & Lotteries business areas 2007–2011



### Gaming & Lotteries business area Distribution by sales channel



## Vegas business area

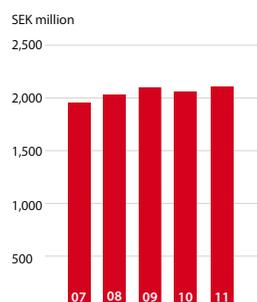
SEK million	Net gaming revenue		Change	
	2011	2010	SEK million	%
Vegas in restaurants	1,859	1,812	48	2.6
Vegas in bingo halls	224	228	-4	-1.5
<b>Net gaming revenue, total</b>	<b>2,083</b>	<b>2,039</b>	<b>44</b>	<b>2.2</b>
<b>Gross gaming revenue, total</b>	<b>7,461</b>	<b>7,321</b>	<b>139</b>	<b>1.9</b>

Since amounts are rounded to MSEK, the amounts in the table do not always tally.

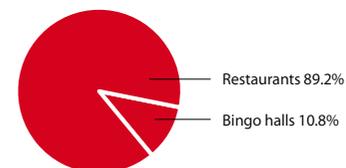
## Number of business partners and installed Vegas VLTs

	2011	2010
Restaurants	2,179	2,148
Vegas in restaurants	6,298	6,251
Bingo halls	75	82
Vegas in bingo halls	290	312

## Net gaming revenue Vegas business area 2007–2011



## Vegas business area Distribution by business area



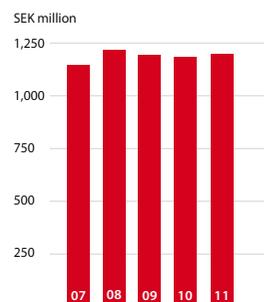
## Casino Cosmopol business area

SEK million	Net gaming revenue		Change	
	2011	2010	SEK million	%
Stockholm	516	506	10	2.0
Gothenburg	354	350	4	1.2
Malmö	240	245	-5	-2.0
Sundsvall	93	90	4	4.0
<b>Net gaming revenue, total</b>	<b>1,203</b>	<b>1,190</b>	<b>13</b>	<b>1.1</b>

## Number of visits to Casino Cosmopol

	2011	2010
Stockholm	453,230	439,340
Gothenburg	361,434	354,480
Malmö	244,321	246,852
Sundsvall	172,860	178,179
<b>Number of visits, total</b>	<b>1,231,845</b>	<b>1,218,851</b>

## Net gaming revenue Casino Cosmopol business area 2007–2011



## Casino Cosmopol business area Distribution by casino

