

# 14% Growth in New Business Segments, Many New Collaboration Agreements

## Reporting Period July–September 2008

- Net sales were SEK 106.9 m (SEK 101.5 m). Growth of 14% in new business segments. EBITDA was SEK 9.0 m (SEK 10.4 m).
- Earnings were charged with some SEK 7 m of non-recurring expenses, of which some SEK 5.6 m relate to the rationalization package, which will cut annualized costs by some SEK 20 - 25 m. Earnings after tax were SEK 6.4 (3.9) m.
- Agreement with mobile directory inquiries operator Opplysningen Mobil AS regarding the sale of Aspiro's search operation for NOK 145 m.
- Excluding the search operation, net sales were SEK 90.7 (86.0) m; EBITDA was SEK -4.2 m (SEK -1.0) m. Earnings were charged with some SEK 7 m of non-recurring expenses.
- The remaining shares of Mobile Entry were acquired for NOK 4.25 m. This acquisition brings a technology platform and increases the customer base of the Mobile Solutions business segment.
- Mobile Solutions reached an agreement to deliver a technology solution and interactive services to SBS Radio AB and TV3 Latvia.
- Aspiro's music solution was selected by Norwegian music distributor Platekompaniet and operator djuice's Norwegian digital music initiative.
- Sonofon in Denmark and Tele2 in Estonia selected Rubberduck's mobile TV solution.

## After the End of the Period

- Telenor Sweden selected Aspiro as its main supplier of ringtones, games, images, animations and videos.
- The Norwegian competition authority is considering rejecting the merger between Aspiro's and Opplysningen's search operations. Because this sale will be conducted after 1 November as planned, a currency hedge maturing on 5 November has been redeemed. This will generate a currency gain of some SEK 4.5 m in the fourth quarter.

## For more information, please contact:

Ann Charlotte Svensson  
Head of Corporate communications and IR  
Tel: +46 709 91 80 10  
e-mail: [anncharlotte.svensson@aspiro.com](mailto:anncharlotte.svensson@aspiro.com)

Gunnar Sellæg  
CEO  
Tel: +47 901 81 528  
e-mail: [gunnar.selleg@aspiro.com](mailto:gunnar.selleg@aspiro.com)

Aspiro discloses the information provided herein pursuant to the Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication at 8.30 am on 7 November.

## Aspiro in Brief

Aspiro is the market leader in mobile entertainment in the Northern European region. Using Aspiro's services, users can do things like watch TV, listen to music and play games on their mobile phones. Aspiro's subsidiary Rubberduck has a world leading mobile-TV solution. Aspiro is also one of the leading players in mobile marketing and mobile solutions in the Nordic countries. Services are delivered to companies such as Telenor, TeliaSonera, Tele2, 3, NRK, BBC and Fox Movies. Aspiro was incorporated in 1998 and is a small-cap company listed on the OMX Stock Exchange in Stockholm. In

2007, Aspiro's sales were SEK 405 m and the company has some 150 employees. The head office is in Sweden with local presence in Norway, Sweden, Finland, Denmark, Estonia, Latvia and Lithuania.