

BINGO FOR ENTRACTION!

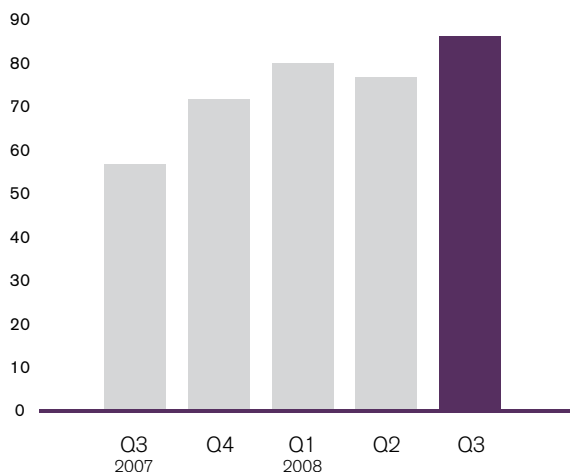
Q3, JULY – SEPTEMBER

- ➔ Net turnover amounted to SEK 86.2 M (56.9), an increase of 51.4%.
- ➔ The cash flow from operating activities amounted to SEK 29.4 M (7.0).
- ➔ Earnings before interest, taxes, depreciation and amortisation (EBITDA) uppgick till SEK 17.3 M (2.7).
- ➔ Operating profit amounted to SEK 13.5 M (-0.1).
- ➔ Earnings after tax amounted to SEK 13.5 M (0.2).
- ➔ Earnings per share amounted to SEK 0.02 (0.00).
- ➔ Successful launch of Bingo in Entraction's network.

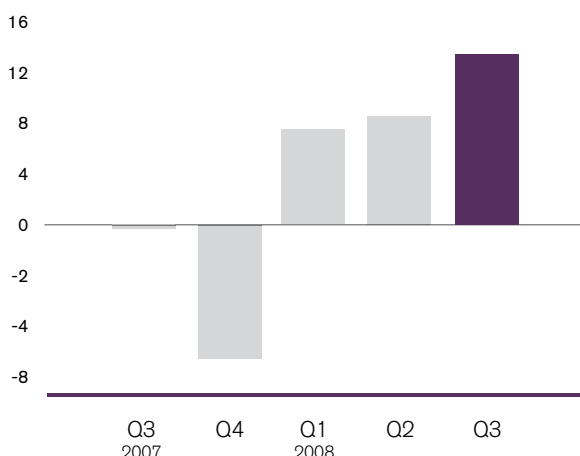
JANUARY – SEPTEMBER

- ➔ Net turnover amounted to SEK 243.3 M (162.9), an increase of 49.4%.
- ➔ The cash flow from operating activities amounted to SEK 44.8 M (10.7).
- ➔ Earnings before interest, taxes, depreciation and amortisation (EBITDA) amounted to SEK 41.0 M (-4.1).
- ➔ Operating profit amounted to SEK 30.0 M (-12.1).
- ➔ Earnings after tax amounted to SEK 29.3 M (-10.9).
- ➔ Earnings per share amounted to SEK 0.05 (-0.02).

NET TURNOVER
SEK M



OPERATING PROFIT
SEK M



COMMENTS FROM THE CEO

ONLINE GAMING IS A STABLE INDUSTRY TO INVEST IN

Entraction's strong development continues and I am very proud that we we can once again present record figures, both in terms of turnover and profits. Turnover for the quarter amounted to SEK 86.2 M (56.9), an increase of 51 per cent, and operating profit amount to SEK 13.5 M (-0.1). Entraction has not been affected by the turbulence on the global markets, on the contrary the fourth quarter got off to a very strong start. Our newly launched Bingo also got off to a good start and I feel very confident about its future development.

SOUND BALANCE SHEET

The autumn has been turbulent in many ways and we have been deluged with news on the financial crisis, recession and the collapse of the stock exchange. In times like these there is a sense of security in running a company with substantial growth, a strong cash flow and a sound balance sheet without any interest-bearing liabilities. We also offer products that remain unaffected by financial anxiety if we are to judge on past experience. Online gambling is an easily accessible and relatively inexpensive pleasure, even in a recession.

Entraction has recorded record-high levels of turnover in the third quarter, with sustained growth in the start of the fourth quarter. Apart from a general increase in turnover, player liquidity in the poker network has increased by 45 per cent in the last year according to Pokerscout.com, which is a key business ratio for us.

The first site in Entraction's bingo network was launched in the middle of October, Bingohuone.com, and I am positively surprised over the trend in our Bingo. In a very short time we have established an interesting flow of revenue from this product. We have also signed agreements with other bingo sites that are to be launched in our network, and I am expecting to see the results from these in the spring of 2009.

EXPANDING FASTER THAN THE MARKET

Turnover from Poker amounted to SEK 58.4 M, an increase of 32.2 per cent compared with the same quarter last year, and it has also increased in relation to the second quarter this year. The Poker market in Europe is expected to expand by 10-15 per cent in the next few years and we obviously aspire to expand faster than the

market. Our Casino continues to expand and achieved a turnover of SEK 16.2 M (6.1) during this quarter. We continue to focus on getting an increasing number of our partners to expand their casino revenues.

The new partners we signed agreements with during the summer have developed beyond our expectations, and we expect to sign new agreements this winter. We are steadily continuing our efforts to improve our margins and will also be intensifying our sales on new markets, among other things through focused sales from a local office in Spain. Local processing of the market in southern Europe is a cost-effective way of increasing revenues from the region.

STRONG CONFIDENCE IN FUTURE

We are taking market shares from our competitors and experiencing a growing interest from major players, both in the gaming industry and from other industries, for the broad range of products and services we offer our customers. In spite of our solid expansion we have adhered to a stringent cost-control, which has laid the foundation for our profitability.

It also feels very satisfying to be a safe alternative for our shareholders. We have gone against the flow on the financial markets during the year and our shareholders have been able to see a positive development of the share price. On the whole I feel very positive and have a strong confidence in the future. Everything points towards the last quarter going in the same direction as the first nine months of the year, and on a seasonal basis the autumn usually leads to an upswing.

Peter Åström, CEO Entraction

ABOUT ENTRACTION

Entraction Holding AB is an investment company in the digital entertainment industry. The company owns 100 per cent of Entraction Solutions AB and 57 per cent of Casablanca Gaming Group. Entraction Holding AB is listed on First North and has approximately 8,000 shareholders. The company's Certified Advisor is Remium AB.

Entraction Solutions AB is a gaming group that offers its partners software for poker, sports betting, casino and bingo, access to the poker network, and ancillary services such as web design, gaming licences, operations, payment solutions, promotion tools, and 24-hour support for end customers. The company's

partners can choose a tailor-made solution of various products, or a turnkey solution where the partner is only responsible for the marketing. The poker network is run by subsidiaries in Malta, which are licenced to market and carry out their own gaming operations and to deliver gaming services for partners in the poker network.

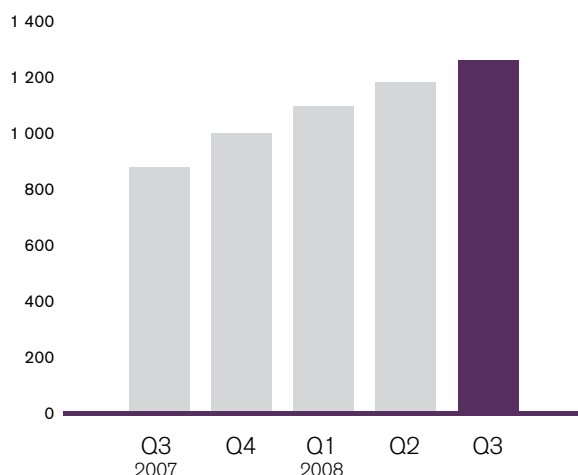
Casablanca Gaming Group AB is a gaming group directed at the consumer market. The company owns the subsidiary Casagaming Ltd in Malta, which operates the gaming sites 24hPoker.com, Martinspoker.com, Staffpoker.com and Norpoker.com. The sites are among Scandinavia's most well-known gaming sites.

DEVELOPMENT IN NUMBER OF PLAYERS

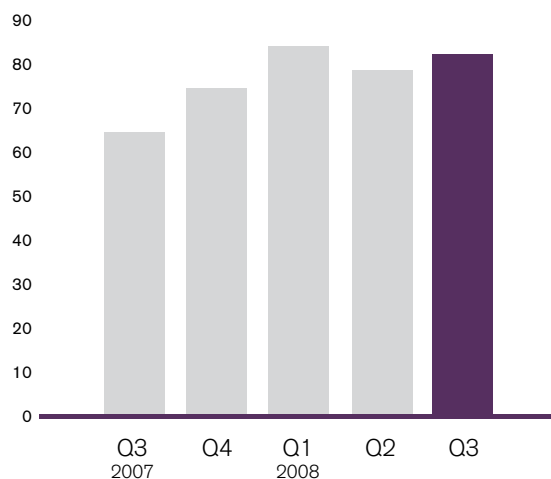
The number of registered players amounted to 1,272,826 (906,939) at the end of the period, an increase of 40 per cent.

The number of active players during the quarter amounted to 81,872 (64,126), an increase of 28 per cent.

NUMBER OF REGISTERED PLAYERS
THOUSANDS



NUMBER OF ACTIVE PLAYERS
THOUSANDS



IMPORTANT EVENTS

NEW PRODUCT: BINGO

Entraction launched its Bingo net in October and the first site to come out was Bingohuone.com. The launch was successful with many active players and a high level of activity in the local Finnish chatroom, which was important because bingo is a game that develops very quickly and a mutually conducive atmosphere with other players is essential. Bingo is licenced by NYX Interactive.

FASTEST GROWING POKER NETWORK

Player liquidity in Entraction's Poker network has increased by

45 per cent in the last year. Entraction is therefore the fastest growing open poker network of all the established poker networks according to pokerscout.com, an established site for statistics on the industry.

NEW CUSTOMER AGREEMENTS

During the quarter Entraction extended its agreement with Redbet for a further two years, and also signed a new agreement with Doxxbet a company that runs a chain of gaming stores in Eastern Europe.

FINANCIAL DEVELOPMENT

TURNOVER

Turnover for the third quarter amounted to SEK 86.2 M (56.9), which corresponds to an increase of 51.4 per cent in comparison with the third quarter in the previous year. Net turnover for the period in total amounted to SEK 243.3 M (162.9), an increase of 49.4 per cent.

POKER

Net turnover in poker for turnkey partners, i.e. rake with deductions for cashbacks and bonuses, for the third quarter amounted to SEK 58.4 M (44.2). Net turnover for the period in total amounted to SEK 168.7 M (129.7), an increase of 30 per cent.

CASINO

Casino continues to expand and amounted during the third quarter to SEK 16.2 M (6.1), an increase of 166 per cent. Net turnover for the period in total amounted to SEK 42.5 M (12.9), an increase of 230 per cent.

SPORTS BETTING

Net turnover in the third quarter amounted to SEK 1.5 M (1.9), a decrease of 21 per cent. This decrease is largely a result of a lower gross turnover in comparison with the same period last year, since the gross margin for the quarter was satisfactory but gross turno-

ver was somewhat lower than expected. Net turnover for the period in total amounted to SEK 6.4 M (4.8), an increase of 33 per cent.

ROYALTY INCOME

The royalty income from integrated partners amounted to SEK 54 M (3.2) for the third quarter, an increase of 69 per cent. During the period the royalty income increased in total by 74 per cent and amounted to SEK 13.9 M (8.0).

OTHER INCOME

Other income consists of set-up fees for new customers, withdrawal charges and exchange fees in the cashier. This income amounted to SEK 11.9 M (7.5) during the period.

PROFIT/LOSS

The operating profit, EBIT, has continuously improved and the company has now shown a higher degree of profitability in operations for the fourth consecutive quarter. The operating profit/loss for the third quarter was SEK 13.5 M (-0.1), an improvement on the second quarter of SEK 4.7 M. The operating profit/loss for the first three quarters of the year amounted to SEK 30.0 M (-12.1), an improvement of a full SEK 42.1 M in comparison with the previous year.

INVESTMENTS

Investments for the period amounted to SEK 3.7 M (5.6), of which 1.7 M (4.7) referred to intangible assets in the form of balanced development costs and SEK 2.0 M (0.9) referred to tangible assets mainly consisting of computers and servers.

CASABLANCA GAMING GROUP

Casablanca Gaming Group is the owner of the sites 24hPoker.com, Martinspoker.com, Staffpoker.com and Norpoker.com. The Entraction Group owns 57 per cent of the shares and Epicure Ventures owns the remaining 43 per cent. Operating profit for the Casablanca Gaming Group amounted to SEK 5.6 M during the period.

CASH AND CASH EQUIVALENTS

At the end of the reporting period cash and bank balances amounted to SEK 143.4 M, of which 19.5 M was blocked as security for funds deposited via credit cards and to e-wallets. The player liability amounted at the end of the period to SEK 87.0 M, which means that the company's own cash and cash equivalents amounted to SEK 56.4 M.

CASH FLOW

The cash flow for the third quarter from operating activities, after changes in working capital but before changes of blocked funds, amounted to SEK 29.4 M (7.0). The cash flow for the three quarters amounted to a total of SEK 44.8 M (10.7).

TAX

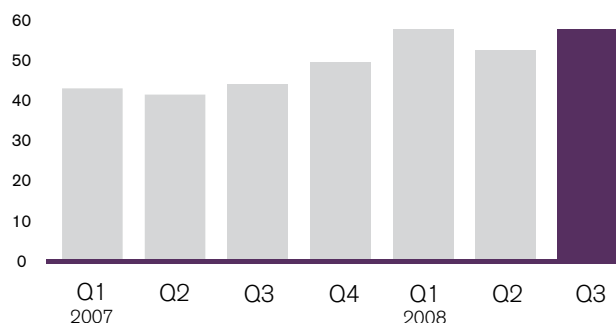
The parent company Entraction Holding AB has an accumulated tax deficit of approximately SEK 158 M. This has not been taken up as a value in the balance sheets. The tax expense for the period has been estimated in accordance with a standard of 4.17-5 per cent of profits before tax in Entraction Operations Ltd., Entraction Network Ltd. and Casagaming Ltd., which is the effective tax in the group.

PARENT COMPANY

The parent company Entraction Holding AB manages the shares in the underlying groups Entraction Solutions AB and Casablanca Gaming Group AB, and otherwise does not operate any business activities. The result for the period after tax amounted to SEK -2.2 M, mainly attributable to management fees and stock exchange related expenses.

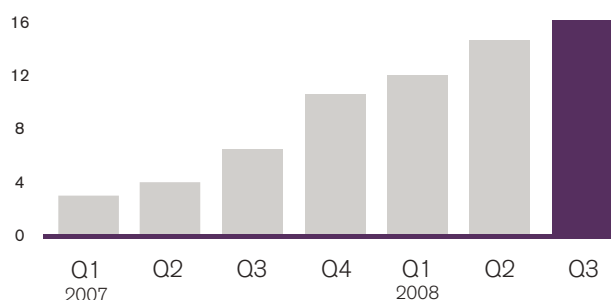
NET TURNOVER POKER

SEK M



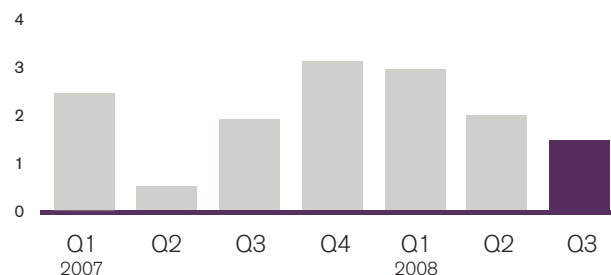
NET TURNOVER CASINO

SEK M



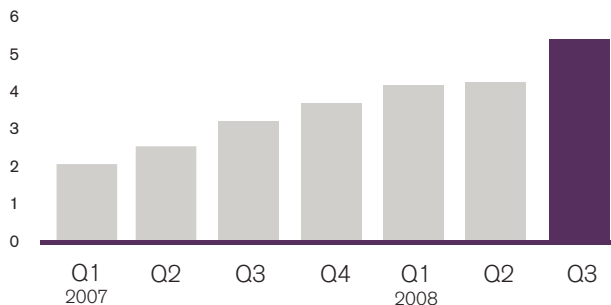
NET TURNOVER SPORTS BETTING

SEK M



ROYALTY INCOME

SEK M



PERSONNEL

The number of employees in the group at the end of the period was 104 (105).

ENTRACTION'S SHARES

Entraction Holding AB is listed on the Stockholm Stock Exchange

First North. The company's Certified Advisor is Remium AB.

Entraction Holding AB had 7,865 shareholders as of per September 30, 2008. The share showed favourable liquidity and trading has taken place at all times. The share price on September 30 was quoted at SEK 0,58, corresponding to a market capitalisation of SEK 300 M for the company.

NET TURNOVER PER QUARTER SEK 000's	Q3 2008	Q2 2008	Q1 2008	Q4 2007	Q3 2007	Q2 2007	Q1 2007	FULL YEAR 2007
Poker	58,371	51,911	58,389	50,504	44,162	42,350	43,151	180,167
Casino	16,191	14,559	11,784	10,479	6,067	3,957	2,893	23,396
Sportsbetting	1,465	2,059	2,841	3,118	1,929	461	2,446	7,954
Royalt income	5,423	4,256	4,187	3,743	3,234	2,659	2,134	11,770
Other income ¹	4,738	4,829	2,337	3,859	1,538	2,861	3,080	11,338
Net turnover per period	86,188	77,614	79,538	71,703	56,930	52,288	53,704	234,625

¹ Refers to set-up fees, withdrawal charges and exchange fees.

SECTOR REPORT, Q3 2008 SEK 000's	ENTRACTION SOLUTIONS	CASABLANCA GAMING GROUP	UNDISTRIBUTED/ ELIMINATED	TOTAL GROUP
External income	86,984		-796	86,188
Internal income from other sector ¹	0	8,538	-8,538	0
Total income	86,984	8,538	-9,334	86,188
Direct expenses gaming activities	-50,500	-2,274	9,334	-43,440
Other operating expenses	-22,515	-3,028	55	-25,488
Depreciation/amortisation of tangible and intangible assets	-3,369	-876	495	-3,750
Operating profit	10,600	2,360	550	13,510

¹ Casagaming's income consists exclusively of commissions from Entraction Operations.

SECTOR REPORT, JAN-SEPT 2008 SEK 000's	ENTRACTION SOLUTIONS	CASABLANCA GAMING GROUP	UNDISTRIBUTED/ ELIMINATED	TOTAL GROUP
External income	244,374		-1,034	243,340
Internal income from other sector	0	21,976	-21,976	0
Total income	244,374	21,976	-23,010	243,340
Direct expenses gaming activities	-142,529	-4,481	23,010	-124,000
Other operating expenses	-69,118	-9,268	38	-78,348
Depreciation/amortisation of tangible and intangible assets	-9,829	-2,602	1,475	-10,956
Operating profit	22,898	5,625	1,513	30,036

Solna, November 6, 2008

Board of Directors

This report has not been subject to inspection by the company's auditors.

ANNUAL GENERAL MEETING

The Annual General Meeting will be held of May 7, 2009.

ELECTION OF COMMITTEE PRIOR TO ANNUAL GENERAL MEETING 2009

Following a decision by Entraction Holding AB's Annual General Meeting the committee consists of the chairman of the board, also the convenor, and a representative for each of the company's four shareholders with the largest number of votes as of September 30. Prior to the Annual General Meeting in 2009 the committee for Entraction Holding will consist of Börje Fors, the chairman of the board, Per Hildebrand, Niklas Borg, Linda Hildebrand and Hubert Johansson, who represents Jobbxtra OÜ.

Shareholders who wish to issue proposals to the committee for Entraction Holding AB for the Annual General Meeting in 2009 can contact the board's secretary Pia Rosin by e-mail; pia.rosin@entraction.com.

**CONSOLIDATED INCOME STATEMENT
IN SUMMARY**

SEK 000's	Q3 2008	Q3 2007	JAN-SEPT 2008	JAN-SEPT 2007	FULL YEAR 2007
Net turnover	86,188	56,929	243,340	162,922	234,625
Direct expenses gaming activities	-43,440	-29,061	-124,000	-77,424	-112,193
Gross profit	42,748	27,868	119,340	85,498	122,432
Personnel expenses	-12,019	-11,241	-37,335	-37,431	-47,377
Other external expenses	-13,469	-13,969	-41,013	-52,120 ²	-70,659
Depreciation/amortisation	-3,252	-2,772	-9,628	-8,059	-11,242
Write-downs and depreciation of customer agreements, Betdaq	-498	-	-1,328	-	-11,668
Operating profit	13,510	-114	30,036	-12,112	-18,514
Financial items	614	-23	521	1,039	753
Profit/loss before tax	14,124	-137	30,557	-11,073	-17,761
Income tax	-655	369	-1,297	160	-15,415
Profit/loss for the period	13,469	232	29,260	-10,913	-33,176
Attributable to:					
Parent company shareholders	12,481	232	26,955	-10,913	-34,288
Minority interest	988	0	2,305	0	1,112
Average number of shares, before dilution (thousands)	518,094	518,094	518,094	518,094	518,094
Average number of shares, after dilution (thousands) ¹	652,194	527,194	652,194	527,194	531,203
Earnings per share, before dilution, (SEK)	0.02	0.00	0.05	-0.02	-0.07
Earnings per share, after dilution, (SEK) ¹	0.02	0.00	0.04	-0.02	-0.07

¹ Outstanding warrants amount to 134,100,000.

² Including write down of receivables of SEK 10 M.

CONSOLIDATED BALANCE SHEET IN SUMMARY

SEK 000's	SEPT 30 2008	SEPT 30 2007	DEC 31 2007
ASSETS			
Intangible fixed assets ¹	35,012	30,932	41,744
Tangible fixed assets	4,540	5,309	4,724
Financial fixed assets	1,054	17,409	1,765
Total fixed assets	40,606	53,650	48,233
Current receivables	22,612	5,193	8,020
Short-term investments	124	0	0
Cash and bank balances	143,368	79,948	99,700
Total current assets	166,104	85,141	107,720
Total assets	206,710	138,791	155,953
EQUITY AND LIABILITIES			
Equity	62,642	29,061	32,527
Long-term liabilities/Provisions ²	13,018	14,301	13,261
Player liabilities	86,957	57,915	67,741
Other current liabilities ²	44,093	37,514	42,424
Total liabilities	144,068	109,730	123,426
Total equity and liabilities	206,710	138,791	155,953
Number of shares (thousands)	518,094	518,094	518,094
Equity/share (SEK)	0.12	0.06	0.06

¹ Of which Goodwill SEK 6,748 K (5,657).

² Of which interest-bearing liabilities 0 (0).

CHANGE OF EQUITY SEK 000's	JAN-SEPT 2008	FULL YEAR 2007
Opening balance	32,527	40,330
Increase in equity (non-cash issue)	-	-
Other capital contributions ¹	-	25,260
Exchange differences	855	113
Profit/loss for the period	29,260	-33,176
Closing balance	62,642	32,527

¹ Option contract Betdaq, contribution from minority together with establishment of Casablanca Gaming Group and personnel options.

CONSOLIDATED CASH FLOW STATEMENT IN SUMMARY SEK 000's	Q3 2008	Q3 2007	JAN-SEPT 2008	JAN-SEPT 2007	FULL YEAR 2007
Cash flow from activities before changes in working capital	17,182	2,272	37,937	2,884	12,040
Changes in working capital	12,247	4,693	6,866	7,799	19,499
Cash flow from operating activities	29,429	6,965	44,803	10,683	31,539
Change in blocked funds	-11,701	2,357	-3,887	12,052	16,178
Cash flow from investment activities	-1,210	-976	-3,155	-4,969	-5,642
Cash flow from financing activities	0	0	0	0	193
Cash flow for the period	16,518	8,346	37,761	17,766	42,268
Cash and cash equivalents at beginning of period	105,772	51,874	84,061	42,316	42,316
Cash flow for the period	16,518	8,346	37,761	17,766	42,268
Exchange differences in cash and cash equivalents	1,552	-37	2,020	101	-523
Cash and cash equivalents at end of period	123,842	60,183	123,842	60,183	84,061
Blocked funds	19,526	19,765	19,526	19,765	15,639
Cash and bank balances	143,368	79,948	143,368	79,948	99,700

ACCOUNTING PRINCIPLES AND ADDITIONAL INFORMATION

All figures refer to the Group, unless otherwise stated. Comparisons in the interim report have, unless otherwise stated, been made with the corresponding period for the financial year of 2007. Income for Poker is reported net as rake, with deductions for bonuses and cashbacks. For Casino and Sportsbetting income is reported net as the difference between contributions and paid profits, with deductions for paid bonuses. The commission (revenue share) paid to turnkey partners is included in direct production expenses.

Royalty is the monthly income received from the integrated poker partners in Entraction's network. The royalty is based on the rake generated by the integrated partners' players.

The interim report has been prepared in accordance with IAS 34 Interim Financial Reporting and RR 31 Interim Financial Reporting for Groups, as well as RR 32 Accounting for Legal Entities in respect of the parent company.

The changes and interpretations of the accounting recommendations introduced as of January 1, 2008 have had no effect on the financial position and financial results of the company. In general the same accounting principles have been used as in the Annual Report for 2007.

SIGNIFICANT RISKS

The Group's significant risk and instability factors are mainly legal and political in character. The Entraction Group is dependent upon the legal situation for the gaming industry primarily within the EU where the majority of the company's players are active. The Group does not offer any services to customers resident in the USA. As all gaming takes place in EUR there is a certain currency risk in relation to this currency. The Group's operations are based in Malta and have been exempted from VAT. Following pressure from within the EU the Maltese authorities are reviewing the regulation that all services required for gaming are exempted from VAT, while other expenses such as consulting and marketing services shall be subject to VAT. Entraction has taken the requisite measures to minimise the risk of the Group being exposed to expenses for VAT in accordance with Maltese law.

FINANCIAL SUMMARY - GROUP SEK 000's	Q3 2008	Q2 2008	Q1 2008	Q4 2007	Q3 2007	Q2 2007	Q1 2007	FULL YEAR 2007
Net turnover	86,188	77,614	79,538	71,703	56,929	52,288	53,705	234,625
Growth in turnover compared with previous quarter (%)	11	-2.5	15.6	25.9	8.9	-2.6	11.6	12.5
Operating profit	13,510	8,819	7,707	-6,402	-114	-12,107	109	-18,514
Profit/loss for the period	13,469	8,366	7,425	-22,263	232	-11,285	140	-33,176
Gamewin	98,238	88,272	92,482	83,749	73,334	66,330	68,847	292,260
Return on equity (%)	28.3	20.8	20.6	-61.1	0.7	-31.3	0.4	-89.9
Equity/assets ratio %	30.3	27.7	24.1	20.8	20.9	21.4	29.1%	20.8
Equity/share (SEK)	0.12	0.09	0.08	0.06	0.06	0.06	0.08	0.06
Earnings per share (SEK)	0.02	0.02	0.01	-0.05	0.00	-0.02	0.00	-0.07
Gross margin (%)	49.6	50.5	47.0	51.5	48.9	53.9	54.8	52.2
Operating margin (%)	15.7	11.4	9.7	-8.9	-0.2	-22.3	0.2	-7.7
Profit margin (%)	15.6	10.2	8.3	-32.6	0.4	-20.7	-0.5	-14.6
Cash flow from operating activities	29,429	7,621	7,753	21,102	6,965	15	3,457	31,539
Cash and bank balances	143,368	113,597	106,673	99,700	79,948	73,996	75,016	99,700
Average number of employees	100	98	96	105	110	110	110	106
Turnover per employee	862	792	829	683	518	475	488	2,213
Operating profit per employee	135	90	80	-61	-1	-106	1	-171
Price quoted on stock exchange at end of period (SEK)	0.58	0.48	0.56	0.51	0.40	0.34	0.52	0.51
Stock exchange value at end of period	300,495	248,685	290,133	264,228	207,328	176,152	269,409	264,228

PARENT COMPANY INCOME STATEMENT IN SUMMARY SEK 000's	Q3 2008	Q3 2007	JAN-SEPT 2008	JAN-SEPT 2007	FULL YEAR 2007
Net turnover	3,025	0	7,234	11	1,208
Personnel expenses	-2,376	-595	-5,395	-625	-1,637
Other external expenses	-1,489	-1,328	-3,983	-4,453	-5,520
Depreciation/amortisation	0	0	0	0	0
Operating profit	-840	-1,923	-2,144	-5,067	-5,949
Financial items	-68	-107,706	-70	-109,521	-65,918 ¹
Profit/loss before tax	-908	-109,629	-2,214	-114,588	-71,867
Income tax	0	0	0	0	0
Profit/loss for the period	-908	-109,629	-2,214	-114,588	-71,867

¹ Principally write-down of shares in Entraction Solutions AB at exchange value on balance sheet date.

PARENT COMPANY BALANCE SHEET IN SUMMARY SEK 000's	SEPT 30 2008	SEPT 30 2007	DEC 31 2007
ASSETS			
Financial fixed assets	264,347	207,456	264,347
Total fixed assets	264,347	207,456	264,347
Current receivables	989	241	140
Short-term investments	124	0	0
Cash and bank balances	578	846	1,007
Total current assets	1,691	1,087	1,147
Total assets	266,038	208,543	265,494
EQUITY AND LIABILITIES			
Equity	232,240	178,088	234,455
Long-term liabilities/Provisions	25,429	12,247	23,800
Current liabilities	8,369	18,208	7,239
Total liabilities	33,798	30,455	31,039
Total equity and liabilities	266,038	208,543	265,494

DEFINITIONS

ACTIVE PLAYER

Each unique player during the period (past 90 days) that has bet money in Poker, Sportsbetting or Casino or participated in a competition where a stake in the form of bonus points was required.

RETURN ON EQUITY

Net profit divided by average equity.

RETURN ON CAPITAL EMPLOYED

Result after financial itmes plus financial expenses (excluding exchange differences) divided by average capital employed.

GROSS MARGIN

Profit after direct expenses for gaming operations in relation to net turnover.

DIRECT EXPENSES FOR GAMING ACTIVITIES

Expenses for gaming activities directly attributable to the corresponding income.

EQUITY PER SHARE

Equity in relation to the number of shares at the end of the period.

AVERAGE NUMBER OF SHARES

The average number of shares during the period, adjusted for splits, bonus issues or dilution.

INTEGRATED SOLUTION

A partner with an integrated solution buys access to the poker network and licences the poker software.

CASH AND CASH EQUIVALENTS

Cash and bank deposits, excluding blocked funds.

NET TURNOVER

Net turnover from all gaming activities at turnkey partners, royalties from external partners who have an integrated solution in Entraction's poker network, and other income with deductions for direct discounts to players in the form of bonuses, cashbacks, VIP points, tournament sponsorship and Bad Beat Jackpot.

REGISTERED PLAYER

A player who has registered a user name in the network.

EARNINGS PER SHARE

Profit after tax attributable to the parent company's shareholders in relation to the average number of shares.

RAKE

Portion of the pot that the gaming operator charges as a fee for the game.

OPERATING MARGIN

Operating profit in relation to net turnover.

OPERATING PROFIT PER EMPLOYEE

Operating profit in relation to the average number of employees.

EQUITY/ASSETS RATIO

Equity including minority interest in relation to total assets.

GAMEWIN

Net turnover in gaming activities, excluding royalties and other income, and before repayments in the form of bonuses and cashbacks.

CAPITAL EMPLOYED

Total assets less non interest-bearing liabilities and provisions, including deferred tax liabilities.

TURNKEY SOLUTION

A complete solution for companies that want to offer online gaming. The company provides software, access to the poker network, and functions like support, payment systems and back office operations.

PROFIT MARGIN

Profit after net financial items in relation to net turnover.

CONTACT US

For further information, please contact:

PETER ÅSTRÖM, CEO

Tel: +46 (0)73 600 85 01, e-mail: peter.astrom@entraction.com

BRITT-MARIE BOIJE, CFO

Tel: +46 (0)8-564 884 60, e-mail: britt-marie.boije@entraction.com

PIA ROSIN, COMMUNICATIONS MANAGER

Tel: +46 (0)70-753 22 46, e-mail: pia.rosin@entraction.com

CALENDAR

FEBRUARY 25, 2009

Year End Report 2008

MAY 7, 2009

Interim Report for the period January – March 2009

MAY 7, 2009

Annual General Meeting, Entraction Holding AB

Financial reports are published at www.entraction.com