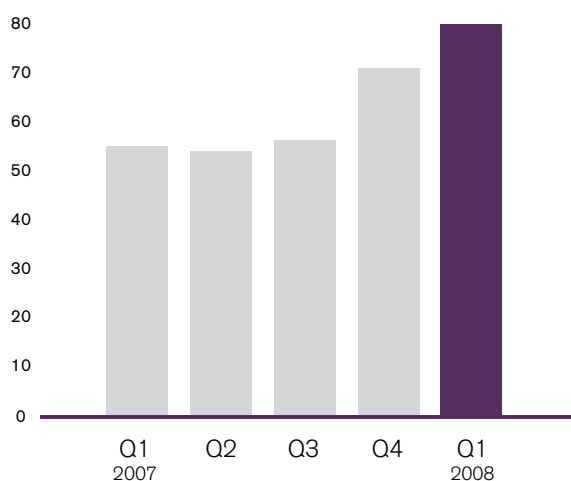


STRONG PERFORMANCE AND GROWTH IN THE FIRST QUARTER

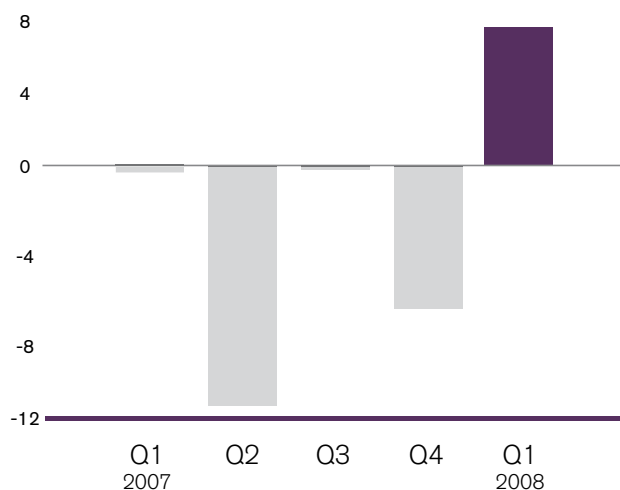
JANUARY – MARCH

- ➔ Net sales totalled SEK 79.5 M (53.7), an increase of 48% compared to the same period the same period last year.
- ➔ The cash flow from operating activities totalled SEK 7.8 M (3.5).
- ➔ The result before depreciation/amortisation and impairments (EBITDA) totalled SEK 11.2 M (2.7).
- ➔ Operating income totalled SEK 7.7 M (0.1).
- ➔ Earnings after tax totalled SEK 7.4 M (0.1).
- ➔ Earnings per share totalled SEK 0.01 (0.00).
- ➔ Entraction is expanding its product portfolio with bingo.
- ➔ New agreements include agreements with GoldBet Sportwetten GmbH and Devilfish Gaming plc.
- ➔ Settlement in the dispute with HQ Bank.

NET SALES
SEK M



OPERATING INCOME
SEK M



A WORD FROM THE CEO

FOCUS ON THE MARGINS

It is satisfying to be able to present both a positive net result and strong sales growth for the first quarter of the year. We will in future concentrate on improving the gross margin in Entraction Solutions so that the sales growth is reflected even more in the result. The operating income in the first quarter totalled SEK 7.7 M (0.1), and the cash flow from operating activities for the period totalled SEK 7.8 M (3.5).

STREAMLINING OF ENTRACTION HOLDING CONTINUES

During the spring we have been implementing a new business model in the Group to create a clear position on the market for increased profitability, growth and risk spread for our shareholders. At the same time staff in our respective companies can continue to work concentrating on their activities. The Parent Company, Entraction Holding AB, is an investment company in the digital entertainment industry, and the Group's activity is divided into three areas:

Entraction Solutions which offers a complete portfolio of gaming software and services to companies,

Casablanca Gaming Group which is a partly-owned company targeted at the consumer market,

New Business which is our stake in future high-growth companies in the digital entertainment industry.

GROWTH AND EXTENDED SUPPLY IN ENTRACTION SOLUTIONS

The market for online gaming is continuing to make strong growth, but evidently the growth rate between various markets differs. However, a standard trend among gaming operators is that they are moving away from operating specific gaming to operating gaming portals, which is strengthening Entraction Solutions' position as a supplier of a wide range of products and services.

We also see strong growth in products other than poker, which is very positive. The turnover in our two casinos has increased by 360% compared to the same period last year, and the turnover in sports betting has more than trebled, albeit from low levels. The turnover for poker has increased by over 30% compared to the same period last year, which is mainly organic growth among existing partners. Royalty income from partners that have integrated into our poker platform has been doubled.

This summer we are launching bingo, a product which is in demand in both new and mature markets. However, there is a difference in gross margin between our proprietary products, poker and sports betting, in relation to the products we license from other suppliers. Therefore, we are constantly reviewing opportunities to add our own products and improve the margin in licensed products.

We have started work on upgrading our gaming platform. Our aim is to be able to offer more gaming modules and peripheral services to be able to give our partners bespoke solutions and become a full service supplier.

During the first quarter we signed agreements with a number of new partners including GoldBet, which is an established poker operator. Generally we see increased interest from companies interested in switching poker networks to Entraction, which of course is a good testimonial.

In the online industry there are clear seasonal variations and we are prepared for a certain drop in sales during the second and third quarters. However, we believe that our new customers will continue to contribute to limiting the seasonal effect. Our partners are the reason for our success, and we strive to give them the best possible service.

CASABLANCA GAMING GROUP

Casablanca Gaming Group is focussing on increasing turnover in current operations and is constantly evaluating new collaborative opportunities.

I can therefore state that the Entraction Group is well positioned to achieve growth and profitability in our current areas of operation, but is also able to exploit new business opportunities within the digital entertainment industry.

Peter Åström, CEO Entraction

ABOUT ENTRACTION

Entraction Holding AB is an investment company in the digital entertainment industry.

The company owns 100% of Entraction Solutions AB and 57% of Casablanca Gaming Group. Entraction Holding AB is listed on First North and has approximately 8,500 shareholders. The Company's Certified Advisor is Remium AB.

Entraction Solutions AB is a gaming concern which offers partners software for poker, sports betting, casino and bingo, access to the poker network and peripheral services, such as web design, gaming licences, operation, payment solutions, promotional tools and round-the-clock support to end customers. The company's partners can choose a bespoke solution of different products or a

turnkey solution in which the partner is only responsible for marketing. The poker network is operated by subsidiaries in Malta which are licensed to market and operate their own gaming operations and supply gaming services to partners in the poker network.

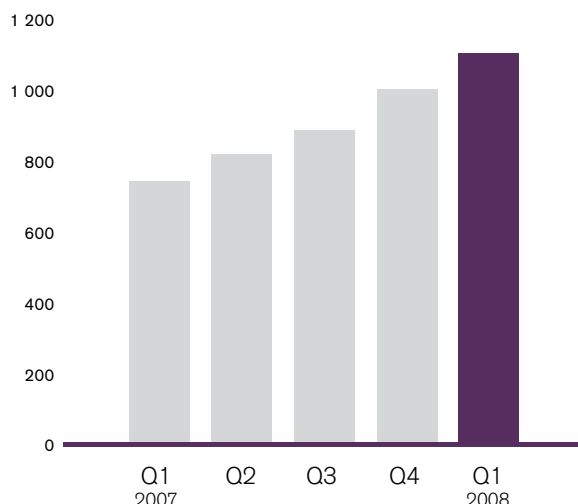
Casablanca Gaming Group AB is a gaming group aimed at the consumer market. The company owns the subsidiary Casagaming Ltd in Malta which operates the online gaming sites 24hpoker.com, Martinspoker.com, Staffpoker.com, Danepoker.com and Norpoker.com. The websites are among Scandinavia's most well-known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

New Business is the Group's stake in future high-growth companies in the digital entertainment industry.

PLAYER TREND

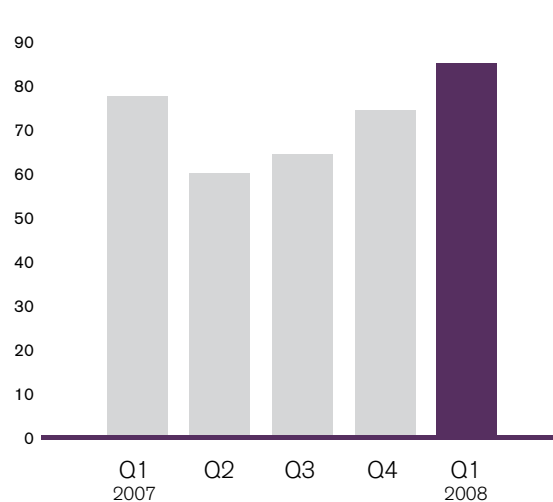
The number of registered players in Entraction's network at the end of the period was 1,102,533 (727,875), an increase of nearly 100,000, compared to the previous quarter.

NUMBER OF REGISTERED PLAYERS
 THOUSANDS



The number of active players in Entraction's network during the quarter was 84,707 (77,748), an increase of 9% compared to the same period last year.

NUMBER OF ACTIVE PLAYERS
 THOUSANDS



KEY EVENTS IN THE FOURTH QUARTER

ENTRACTION LAUNCHES BINGO

Entraction has signed an agreement to launch bingo in partnership with NYX Interactive. Bingo complements Entraction's product portfolio as a game of luck which attracts new target groups. Bingo is a widespread and popular game offline and has already begun to make strong growth as an online game. Bingo will be offered to Entraction's customers during the summer.

NEW AGREEMENTS

During the quarter Entraction signed agreements with Devilfish Gaming plc which operates DevilfishPoker.com, and with Cherry's wholly owned subsidiary, PlayCherry Ltd. Cherry launched its new gaming website PlayCherry.com in February.

ENTRACTION REACHES A SETTLEMENT WITH HQ BANK

At the end of March Entraction agreed to a settlement with HQ Bank. The dispute related to advice in conjunction with the reversed acquisition of Daydream Software AB in 2006.

NEW CEO FOR CASABLANCA GAMING GROUP

In February Peter Sederowsky was appointed CEO of Casablanca Gaming Group AB. He comes from being CEO at Paradox Entertainment Inc.

KEY EVENTS AFTER THE END OF THE QUARTER

AGREEMENT WITH GOLDBET

Entraction has signed an agreement with GoldBet Sportwetten GmbH with regard to supplying poker software and access to Entraction's poker network. GoldBet operates GoldWinpoker.com, and will begin the migration to Entraction's network during the second quarter of 2008.

PINNACLE SPORTS

Pinnacle Sports' integration into Entraction's poker platform has taken longer than expected, and the company's poker launch is therefore expected to impact on profit only in the third quarter.

FINANCIAL DEVELOPMENT

NET SALES AND PROFIT

Net sales for the first quarter totalled SEK 79.5 M (53.7), representing an increase of 48% compared to the same period last year. Compared to the previous quarter net sales increased by 11%.

In a comparison between revenue types, the turnover for poker during the first quarter increased by 35% compared to the same period last year. Compared to the fourth quarter of 2007 the increase was 16%. Turnover from other gaming activities, comprising sports betting and casino, increased by 174% compared to the first quarter of 2007, from SEK 5.3 M to SEK 14.6 M.

The royalty income in the network from partners with an integrated solution totalled SEK 4.2 M for the first quarter of 2008 (2.1), which is an increase of 100%.

Operating income for the period was SEK 7.7 M (0.1). The trend for the first quarter was positive. However, like several other competitors, Entraction is experiencing a price squeeze on the market and the gross margin has therefore dropped.

During the first quarter a settlement was reached in the dispute with HQ Bank which had a positive impact on profit of approximately SEK 2 M.

INVESTMENTS

Investments for the period totalled SEK 0.8 M (3.0), of which SEK 0.7 M (2.2) pertained to intangible assets in the form of capitalised development costs, and SEK 0.1 M (0.8) pertained to tangible assets.

CASABLANCA GAMING GROUP

As of the fourth quarter of 2007 operations are run in the newly formed company Casagaming Ltd in Malta. The Entraction Group owns 57% of the shares and Epicure Ventures owns 43% of the shares. Earnings for Casablanca Gaming Group totalled SEK 1.9 M for the first quarter.

CASH AND CASH EQUIVALENTS

At the end of the reporting period, cash and bank balances totalled SEK 106.7 M of which player liabilities totalled SEK 73.4 M at the end of the period.

CASH FLOW

Cash flow for the first quarter from operating activities, after changes in working capital but before changes in blocked funds, totalled SEK 7.8 M (3.5).

TAX

The Parent Company Entraction Holding AB has a cumulative tax loss of approximately SEK 158 M. This has not been reported at any value in the balance sheet.

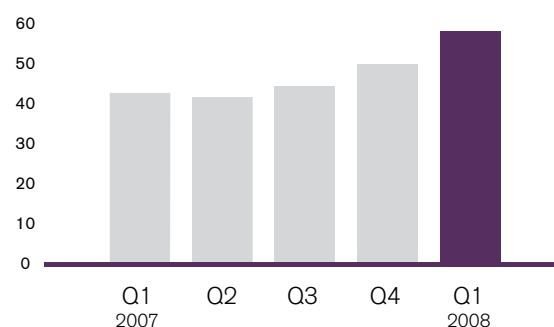
STAFF

The number of employees at the end of the period was 99 (110).

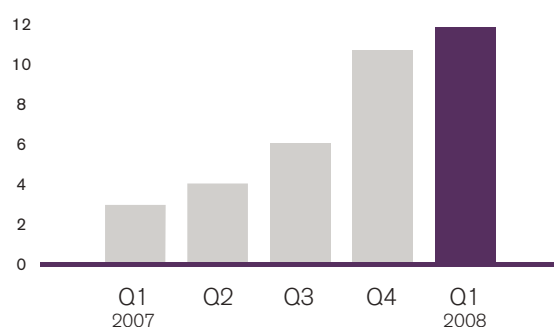
THE PARENT COMPANY

The Parent Company, Entraction Holding AB, manages the shares in the underlying groups Entraction Solutions AB, Casablanca Gaming Group AB and B2B Poker (Sweden) AB and conducts no other operations. The period's loss after tax of SEK 1.9 M is mainly attributable to directors' fees, listing expenses and salary to the Group's CEO.

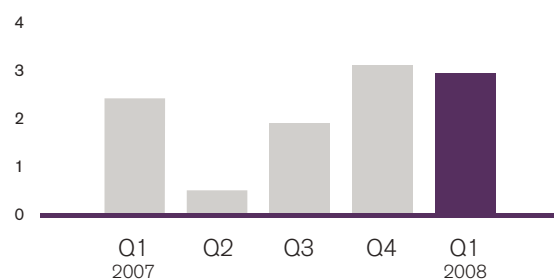
NET SALES, POKER SEK M



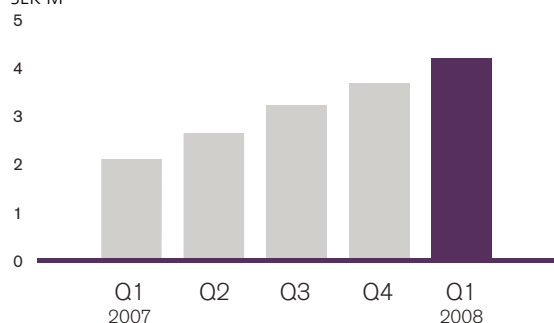
NET SALES, CASINO SEK M



NET SALES, SPORTS BETTING SEK M



NET SALES, ROYALTY SEK M



THE ENTRACTION SHARE

Entraction Holding AB is listed on the First North list of the Stockholm Stock Exchange. The Company's Certified Advisor is Remium AB.

The number of shareholders at 31st March 2008 was 8,326. The share showed favourable liquidity during the quarter and was traded on all possible days. The share price on 31st March 2008 was quoted at SEK 0.54, corresponding to a market capitalisation of SEK 280 M for the company.

SEGMENT REPORTING

In accordance with Entraction's new group structure the segment reporting is being changed as shown below. The segment New Business is not yet operational. Comparison figures for 2007 are therefore not given.

SEGMENT REPORTING JAN-MAR 2008	ENTRACTION SOLUTIONS	CASABLANCA GAMING GROUP	UNALLOCATED/ ELIMINATED	TOTAL GROUP
External revenues	79,538	0	0	79,538
Internal revenues from other segments	0	6,838	-6,838	0
Total revenues	79,538	6,838	-6,838	79,538
Direct costs, gaming operations	-47,907	-1,099	6,838	-42,168
Other operating costs	-23,218	-2,943	0	-26,161
Depreciation of tangible and intangible assets	-3,130	-863	491	-3,502
Operating income	5,283	1,933	491	7,707

Solna, 14th April 2008

Entraction Holding AB (publ)
Board of Directors

This report has not been examined by the company's auditors.

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PIA ROSIN, COMMUNICATION MANAGER

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FINANCIAL CALENDAR

26th AUGUST 2008

Interim report for the period January-June 2008

6th NOVEMBER 2008

Interim report for the period January-September 2008

25th FEBRUARY 2009

Year-end report 2008

Financial reports are published on www.entraction.com

GROUP CONDENSED INCOME STATEMENT	JAN-MAR 2008	JAN-MAR 2007	JAN-DEC 2007
SEK 000s			
Net sales	79,538	53,705	234,625
Direct costs for gaming operations	-42,168	-24,267	-112,193
Gross profit	37,370	29,438	122,432
Personnel costs	-12,353	-12,867	-47,377
Other external expenses	-13,808	-13,873	-70,659
Depreciation / amortisation and impairment	-3,502	-2,589	-11,242
Impairment loss on the shares in Betdaq	0		-11,668
Operating profit	7,707	109	-18,514
Financial items	-341	302	753
Profit before tax	7,366	411	-17,761
Income tax	59	-271	-15,415
Profit for the period	7,425	140	-33,176
Attributable to:			
Equity holders of the Parent Company	6,592	140	-34,288
Minority interests	833	0	1,112
Average number of shares before dilution (thousands)	518,094	518,094	518,094
Average number of shares after dilution (thousands) ¹	580,581	518,094	531,203
Earnings per share before dilution (SEK)	0.01	0.00	-0.07
Earnings per share after dilution (SEK) ¹	0.01	0.00	-0.07

¹ The number of outstanding share options is 134,100,000

GROUP CONDENSED BALANCE STATEMENT	31 MAR 2008	31 MAR 2007	31 DEC 2007
SEK 000s			
ASSETS			
Intangible fixed assets ¹	39,547	32,331	41,744
Tangible fixed assets	4,200	6,790	4,724
Financial fixed assets	1,541	17,552	1,765
Total fixed assets	45,288	56,673	48,233
Current receivables	12,760	8,785	8,020
Cash and bank	106,673	75,016	99,700
Total current assets	119,433	83,801	107,720
Total assets	164,721	140,474	155,953
EQUITY AND LIABILITIES			
Equity	39,563	40,842	32,527
Long-term liabilities / Provisions ²	13,179	14,266	13,261
Current liabilities ²	111,979	85,366	110,165
Total liabilities	125,158	99,632	123,426
Total equity and liabilities	164,721	140,474	155,953
Number of shares (thousands)	518,094	518,094	518,094
Equity per share	0.08	0.08	0.06

¹ Of which goodwill SEK 6,707 M (6,717).

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

STATEMENT OF CHANGES IN EQUITY

SEK 000s	JAN-MAR 2008	JAN-DEC 2007
Opening balance	32,527	40,330
Increase in equity (non-cash issue)	-	-
Other capital contributions ¹	-	25,260
Exchange-rate differences	444	113
Profit for the period	7,425	-33,176
Closing balance	39,563	32,527

¹ Option agreement with Betdaq, capital contribution from minority in connection with the establishment of Casablanca Gaming Group and employee share options.

GROUP CONDENSED CASH FLOW STATEMENT

SEK 000s	JAN-MAR 2008	JAN-MAR 2007	JAN-DEC 2007
Cash flow from operating activities before change in working capital	8,793	3,121	12,040
Change in working capital	-1,040	336	19,499
Cash flow from operating activities	7,753	3,457	31,539
Change in blocked funds	-9,629	-9,670	16,178
Cash flow from investment activities	-635	-2,765	-5,642
Cash flow from financing activities	0	0	193
Cash flow for the period	-2,511	-8,978	42,268
Cash and cash equivalents at the beginning of the period	84,061	42,316	42,316
Exchange difference in cash and cash equivalents	-145	190	-523
Cash and cash equivalents at the end of the period	81,405	33,528	84,061
Blocked funds	25,268	41,488	15,639
Cash and bank	106,673	75,016	99,700

ACCOUNTING PRINCIPLES AND ADDITIONAL INFORMATION

All figures refer to the Group, unless otherwise specified. The comparative figures in the interim report refer to the corresponding period of the 2007 fiscal year, unless otherwise specified. For poker the so-called rake is reported net less cash-back bonuses that have been given, VIP points and tournament sponsorship. For casino and sports betting revenues are reported net in terms of the difference between stakes have placed, winnings that have been paid with deductions for bonuses that have been given.

Revenues for sports betting and casino are reported under the heading "other gaming operations".

Royalties consist of monthly revenues from partners with integrated solutions in Entraction's network. The amount of 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 Reporting for Groups. The financial statements of the Parent Company are prepared in accordance with RR 32 Reporting for Legal Entities.

The changes and interpretations of the accounting recommendations effective as of 1st January 2008 have not had any bearing

on the operation's financial position and results. In other respects, the accounting standards used are the same in the financial interim report as those applied in the 2007 Annual Report.

SIGNIFICANT RISKS

The Group's significant risks and uncertainties are mainly of a legal and political character. The Entraction Group is dependent on the legal situation for the gaming industry, above all in the EU where the majority of the company's players are active. The Group offers no services to customers resident in the USA. All gaming is denominated in Euro, for which reason the company has a certain foreign exchange exposure to this currency. The Group's gaming operations are based in Malta where they are exempt from VAT. In response to pressure from the EU, the Maltese authorities are reassessing these rules, but have not yet come to any clear conclusion about these possible changes. If the company is required to pay VAT, for example for services provided by the Parent Company in Sweden, this will have a negative impact on the company's earnings. In such case, the company may move its gaming operations to another jurisdiction.

FINANCIAL SUMMARY FOR THE GROUP	Q1	Q4	Q3	Q2	Q1	JAN-DEC
SEK 000s	2008	2007	2007	2007	2007	2007
Net sales	79,538	71,703	56,929	52,288	53,705	234,625
Growth in turnover compared with the previous quarter (%)	15.6	25.9	8.9	-2.6	11.6	12.5
Operating profit	7,707	-6,402	-114	-12,107	109	-18,514
Profit/Loss for the period	7,425	-22,263	232	-11,285	140	-33,176
Return on shareholders' equity (%)	20.6	-61.1	0.7	-31.3	0.4	-89.9
Shareholders' equity/share (SEK)	0.08	0.06	0.06	0.06	0.08	0.06
Earnings per share (SEK)	0.01	-0.05	0.00	-0.02	0.00	-0.07
Gaming surplus	92,482	83,749	73,334	66,330	68,847	292,260
Gross margin (%)	47	51.5	48.9	53.9	54.8	52.2
Operating margin (%)	9.7	-8.9	-0.2	-22.3	0.2	-7.7
Cash flow from operating activities	7,753	21,102	6,965	15	3,457	31,539
Cash and bank	106,673	99,700	79,948	73,996	75,016	99,700
Average number of employees	96	105	110	110	110	106
Turnover per employee	829	683	518	475	488	2,213
Operating profit per employee	80	-61	-1	-106	1	-171

PARENT COMPANY'S CONDENSED INCOME STATEMENT	JAN-MAR	JAN-MAR	JAN-DEC
SEK 000s	2008	2007	2007
Net sales	0	11	1,208
Personnel costs	-637	-30	-1,637
Other external expenses	-1,242	-637	-5,520
Depreciation/amortisation	0	0	0
Operating profit	-1,879	-656	-5,949
Financial items	1	0	-65,918 ¹
Profit before tax	-1,878	-656	-71,867
Income tax	0	0	0
Profit for the period	-1,878	-656	-71,867

¹ Refers mainly to write-down of shares in Entraction Solutions AB to market capitalisation at balance sheet date.

PARENT COMPANY'S CONDENSED BALANCE STATEMENT	31 MAR	31 MAR	31 DEC
SEK 000s	2008	2007	2007
ASSETS			
Financial fixed assets	264,347	315,163	264,347
Total fixed assets	264,347	315,163	264,347
Current receivables	191	1,756	140
Cash and bank	559	287	1,007
Total current assets	750	2,043	1,147
Total assets	265,097	317,206	265,494
EQUITY AND LIABILITIES			
Equity	232,577	292,020	234,455
Long-term liabilities / Provisions	23,800	12,247	23,800
Current liabilities	8,720	12,939	7,239
Total liabilities	32,520	25,186	31,039
Total equity and liabilities	265,097	317,206	265,494

DEFINITIONS

ACTIVE PLAYER

Each unique player during the period (past 90 days) that has bet money in poker, sports betting 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 shareholders' equity.

RETURN ON CAPITAL EMPLOYED

Profit after financial items plus financial expenses (excluding exchange differences) divided by average capital employed.

GROSS MARGIN

Profit after direct costs for gaming operations in relation to net sales.

DIRECT COSTS FOR GAMING OPERATIONS

Costs for gaming operations directly attributable to the corresponding revenues.

EQUITY PER SHARE

Shareholders' 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 diluted effects.

INTEGRATED SOLUTION

A partner with an integrated solution buys access to the poker network and accompanying administration tools and licenses poker software.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents excluding blocked funds.

NET SALES

Net revenue from all gaming operations among turnkey partners, royalties from external partners with integrated solutions in Entraction's poker network and other revenue, less direct discounts to players in the form of bonuses, cash-backs, 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 sales.

OPERATING PROFIT PER EMPLOYEE

Operating profit in relation to the average number of employees.

EQUITY/ASSETS RATIO

Shareholders' equity including minority interest in relation to total assets.

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 sales.