

FULL YEAR REPORT, ENTRACTION HOLDING AB
1 JANUARY – 31 DECEMBER 2010

STRONG FINISH TO THE YEAR

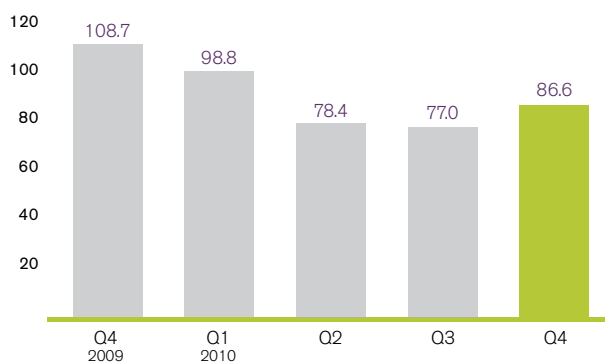
Q4, OCTOBER – DECEMBER

- ➔ Net sales amounted to SEK 86.6 (108.7) million, a decline of 20.3%. Disregarding the currency effect and closure of Cardroom2, the decline was 9.1%.
- ➔ EBITDA was SEK 15.2 (15.0) million, an increase of 1.3%.
- ➔ Operating profit amounted to SEK 11.6 (12.0) million. The weak euro had a negative impact of SEK –3.1 million.
- ➔ Profit after tax attributable to equity holders of the parent was SEK 12.0 (12.4) million. Earnings per share was SEK 1.16 (1.20).
- ➔ Cash flow from operations before changes in working capital was SEK 15.0 (16.1) million.

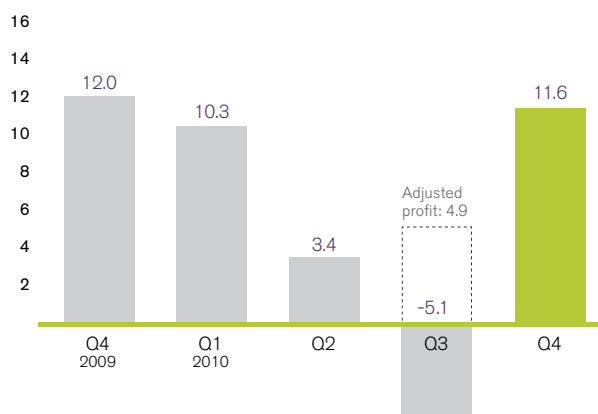
FULL YEAR, 2010

- ➔ Net sales amounted to SEK 340.8 (435.4) million, a decline of 21.7%. Disregarding the currency effect and closure of Cardroom2, the decline was 6.7%.
- ➔ EBITDA was SEK 34.0 (64.2) million, a decline of 47.0%.
- ➔ Operating profit amounted to SEK 20.2 (52.0) million. The weak euro had a negative impact of SEK –10.4 million.
- ➔ Profit after tax attributable to equity holders of the parent was SEK 20.9 (73.0) million. Earnings per share was SEK 2.02 (7.04).
- ➔ Cash flow from operations before changes in working capital was SEK 35.0 (61.7) million.
- ➔ Entraction has signed new agreements with Betsson, Victor Chandler, Sportingbet and more.
- ➔ Entraction's poker network is now the world's 3rd largest open poker network.

NET SALES
SEK MILLIONS



OPERATING PROFIT
SEK MILLIONS



STATEMENT FROM THE CEO

THE WORLD'S 3RD LARGEST POKER NETWORK

The fourth quarter clearly demonstrates that we have stopped the decline and that Entraction is now moving in a positive direction. The measures we have taken to increase sales and reduce costs have already yielded positive results. During December, Victor Chandler, one of the market's largest gaming operators, moved its players to Entraction's poker network. This, coupled with the growth experienced by several of Entraction's existing customers during the period, has boosted activity in our poker network. We also signed an agreement to supply poker software to a separate gaming network in China. Entraction is now well-positioned for profitable growth.

The fourth quarter is seasonally strong, and the positive trend was enhanced when Victor Chandler joined the network, which not only increased the player liquidity but also showed that Entraction is an attractive supplier to established gaming operators. Sales were lower than to the same period the previous year. This is partly due to a lower revenue per player, but is also an effect of the weak Euro exchange rate. However, I am convinced that Entraction will be able to show future growth as more established operators decide to enter into agreements with us.

The following are three key factors that work in Entraction's favour:

- Our poker network liquidity continues to increase and we are now the world's third-largest poker network, having overtaking two competitors.
- Our position as an independent supplier without our own operator activities means that customers trust us.
- We are responsive to our customers' needs and have a flexible and nimble organisation.

We are also working to strengthen our Turnkey business area and will appoint a new Turnkey manager with a clear mandate to strengthen our offering, increase sales and create long-term profitability. Turnkey is a strong product, and with dedicated and focused resources, I believe we can leverage this business area even more. In 2010, we strengthened our Casino offering with the launch of Live Casino and Mini Casino in the poker client, although this is a product area where there is room for improvement in marketing to existing and new customers.

The action programme we implemented in the third quarter already made its effects fully felt in the fourth quarter, and personnel expenses have fallen considerably as a result of measures which include moving certain services to Tallinn, Estonia, and reducing our use of consultants. Although the signing of new agreements may necessitate a certain increase in capacity, we continue to maintain strong cost control, and are proud of what our flexible and effective organisation is achieving.

We continue to see major potential in locally regulated markets, and we are engaged in discussions with possible local and international cooperation partners. Our software supply agreement with an independent poker network in China is interesting in many respects. In addition to the obviously massive potential of the Chinese market, it also is testimony to the flexibility and scalability of Entraction's poker software. We are closely monitoring legal developments in the USA, because, as an independent supplier that respects the US ban on Internet gaming (UIGEA), we are likely to stand out as an attractive software supplier.

So, in aggregate, Entraction stands strong in the fast-changing gaming market. We have a good position as a growing independent gaming network, and our new customers are testimony to the fact that we supply high quality products and services to our customers.

Peter Åström, CEO Entraction

ABOUT ENTRACTION

Entraction is an international Group in the digital gaming industry. Entraction offers complete systems for Internet gaming and operates one of the largest poker networks in the world, through a licensed subsidiary. The Company offers customers software for poker, betting, casino and bingo, as well as additional services which include web design, gaming licences, operational tools, payment solutions, promotional tools and round-the-clock end

user support. All gaming operations are operated by subsidiaries in Malta which are licensed to market and engage in gaming operations and to supply gaming services to customers in the poker network.

Entraction Holding AB is listed on First North Premier and has approximately 6,300 shareholders. The Company's Certified Advisor is Remium AB. Read more at www.entraction.com.

SIGNIFICANT EVENTS DURING THE PERIOD

EXCLUSIVE AGREEMENT WITH VICTOR CHANDLER

During the fourth quarter Entraction signed an exclusive multi-year agreement with Victor Chandler and mid December Victor Chandler's gaming sites were launched in Entraction's poker network. Entraction has provided Victor Chandler with its poker product on restricted markets since the beginning of 2007 and following this agreement Victor Chandler has migrated its entire poker player base to Entraction. With more than 60 years' experience in the business Victor Chandler is one of the most respected gambling companies in the world.

EXPANDED COOPERATION WITH SPORTINGBET

Entraction has provided Sportingbet with its poker product on restricted markets in Europe since 2009. This cooperation has been expanded to also include Canada and Paradise Poker's Canadian players will play in Entraction's poker network going forward.

SIGNIFICANT EVENTS AFTER THE PERIOD

AGREEMENT WITH CHINESE GAMING NETWORK

In January 2011 Entraction signed an exclusive agreement to supply poker to a new gaming network in China. The gaming network is a joint venture between a licensed gaming company in China and a European company. Entraction will develop a standalone and locally adapted version of its leading poker software which will be integrated with the Chinese gaming platform. The customer wishes to remain anonymous at this stage, but Entraction will disclose additional information as soon as possible.

DIVIDEND

The Board's proposed dividend will be announced in the notice of the 2011 Annual General Meeting.

FINANCIAL REVIEW

During the fourth quarter the action programme that was initiated in August came into effect and the operating cost during the quarter was reduced to SEK 22.5 (30.7) million. The decline in sales compared with the same period the previous year is, as mentioned earlier, largely due to the euro exchange rate and the closure of Cardroom2.

SALES

Net sales for the fourth quarter amounted to SEK 86.6 (108.7) million, which is a decline of 20%. Net sales for the year amounted to SEK 340.8 (435.4) million, which is a decline of 22% on the same period the previous year. All the Group's income is in euros. Disregarding the negative euro exchange rate and sales from Cardroom2, which was closed down in the latter part of 2009, the actual decline in net sales for the fourth quarter was 9% and for the year 7%.

EARNINGS

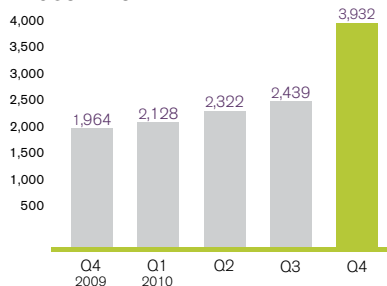
Operating profit (EBIT) for the fourth quarter amounted to SEK 11.6 (12.0) million. Operating profit for the year was SEK 20.2 (52.0) million. Currency effects had a negative impact of SEK -10.4 million on operating profit for the year compared with the previous year. Profit attributable to equity holders of the parent company for the year was SEK 20.9 (73.0) million. The previous year's results included SEK 19.3 million attributable to the divestment of operations in Casagaming Ltd.

DEVELOPMENT OF NUMBER OF PLAYERS

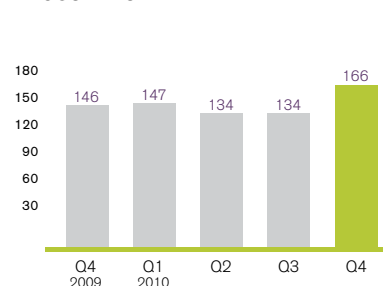
The number of registered players at the end of the period was 3,932,498 (1,964,212), an increase of 100%. The increase is primarily attributable to the migration of Victor Chandler's players to the Entraction poker network.

The number of active players during the quarter was 165,825 (146,158), an increase of 13%.

NUMBER OF REGISTERED PLAYERS THOUSANDS



NUMBER OF ACTIVE PLAYERS THOUSANDS



GAMING SURPLUS, TURNKEY

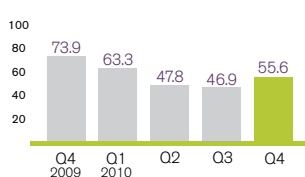
Gaming surplus for the quarter amounted to SEK 102.0 (130.2) million, which is a decline of 22%. Gaming surplus for the year amounted to SEK 400.1 (526.1) million, a decline of 24%. The decline is largely due to an unfavourable euro rate and Entraction's closure of Cardroom2 in the fourth quarter of 2009. Expressed in euros and taking into account the closure of Cardroom2, gaming surplus fell by 10% for the quarter and 9% for the year.

The majority of bonuses to players are covered by Entraction's customers themselves, although Entraction shares the costs of certain network bonus programmes and sponsorship of poker tournaments. Customer commission for the quarter amounted to SEK 45.3 (58.5) million, which is a decline of 23%. The figure for the year was SEK 176.3 (230.5) million, which is a decline of 24% and is a natural consequence of the decline in gaming surplus.

amounted to SEK 55.6 (73.9) million, a decline of 25%, while the figure for the full year was SEK 213.6 (303.1) million, a decline of 30%. Cardroom2 accounted for approx. SEK 1.8 million of poker net sales for the 4th quarter 2009 and for approx. SEK 28.6 million for the full year 2009. Expressed in euros and taking into account the closure of Cardroom2, net sales fell by 13% for the quarter and 13% for the year, compared with the same period the previous year.

The growth of the poker market in Europe has stagnated primarily because revenue per player decreases. Entraction is therefore working to develop a new loyalty program designed to attract new recreational players, and increase and prolong the activity of these. The 4th quarter saw an increase in liquidity in the poker network, which also had a positive effect on poker turnover of turnkey customers.

NET SALES POKER SEK MILLIONS



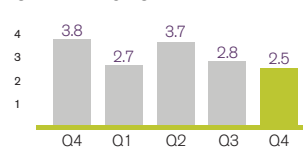
POKER

Gaming surplus for the 4th quarter amounted to SEK 81.7 (106.8) million, which is a decline of 24% on the same period the previous year. Gaming surplus for the full year 2010 amounted to SEK 316.4 (435.7) million, a decline of 27%. Poker net sales for turnkey customers, i.e. rake less bonuses, for the quarter

BETTING

Gaming surplus for the 4th quarter amounted to SEK 2.7 (3.9) million, a decline of 31%. Gaming surplus for the full year amounted to SEK 12.3 (12.5) million. Net sales for the quarter amounted to SEK 2.5 (3.8) million, which is a decline of 35%, while net sales for the full year amounted SEK 11.7 (9.8) million, an increase of 19%. Expressed in euros, net sales for the quarter fell

NET SALES BETTING SEK MILLIONS

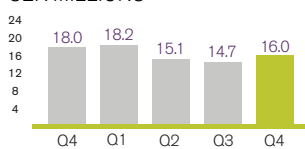


by 26%, but net sales for the year increased by 32%.

In 2010, Entraction has improved the risk management and made it more efficient, which has remained the betting margin at a consistent high level during the year. The betting margin amounted to 9.0% (10.4) in the 4th quarter.

Live betting continued its positive development during the 4th quarter and gross sales tripled compared to the third quarter.

NET SALES CASINO SEK MILLIONS



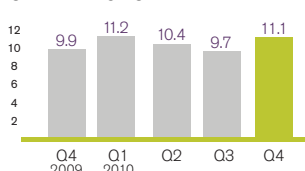
11%. Net sales for the full year amounted to SEK 64.0 (72.2) million, a decline of 11%. Expressed in euros, net sales fell by 0.3% for the quarter and by 1% for the year.

Several measures have been taken to increase casino revenues. Entraction has launched a mini-casino in the poker client to cross-promote casino games to poker players. Net sales from Live Casino have grown, albeit from low levels. Entraction see great potential in the casino product and have added additional resources to make the casino offer more attractive to players, thereby increasing sales.

BINGO

Bingo net sales for the quarter amounted to SEK 0.1 (0.1) million. Net sales for the period January-September were SEK 0.4 (1.4) million.

NET SALES ROYALTY SEK MILLIONS



the full year amounted to SEK 42.3 (37.2) million, an increase of 14%. Expressed in euros, royalty income for the quarter increased by 25% and by 27% for the year.

The increase is attributable both to organic growth and partners launched in the network during the year. In December 2010 Victor Chandler moved all of its poker customers to Entraction, which immediately gave a positive effect on liquidity in the poker network and is expected to impact both sales and earnings positive in 2011.

OTHER INCOME

Other income consists of set-up fees for new customers, withdrawal charges, exchange fees in the cashier and income associated with European Masters of Poker (EMOP). Other income amounted to SEK 1.3 (3.0) million during the quarter and for the full year to SEK 8.7 (11.6) million.

CASINO

Gaming surplus for the 4th quarter amounted to SEK 17.5 (19.0) million, which is a decline of 8% on the same period the previous year. Gaming surplus for the full year amounted to SEK 70.6 (75.6) million, a decline of 7%. Net sales for the quarter amounted to SEK 16.0 (18.0) million, which is a decline of

ROYALTY

Royalty is entirely attributable to customers which have integrated Entraction's poker into their own gaming platform. Royalty income, which provides a high contribution to fixed costs, was SEK 11.1 (9.9) million during the 4th quarter, which is an increase of 12% on the previous year. Royalty income for

INVESTMENTS

Investments for the year totalled SEK 20.9 (22.2) million. SEK 19.7 (13.0) million of this figure related to intangible assets mostly in the form of capitalised development expenses, and SEK 1.2 (5.3) million to equipment in the form of investments in hardware.

CASH FLOW, CASH & CASH EQUIVALENTS

Cash flow for the fourth quarter was SEK 7.5 (-0.7) million. Cash flow for the year was SEK -48.5 (15.1) million. Large items affecting cash flow in the year was related to transfers to shareholders in accordance with the annual general meeting's decision for a redemption procedure in all amounting to approx. SEK 36 million and investments of around SEK 20 million as well as a reduction in gaming liabilities.

Cash at bank and on hand was SEK 138.1 (196.6) million at the balance sheet date. This figure includes restricted funds of SEK 16.2 (20.7) million allocated as security for amounts deposited via credit cards and into e-wallets. Gaming liabilities were SEK 106.4 (136.5) million at the end of the year, which means the Group's own cash at bank and on hand (cash at bank and on hand less gaming liabilities) amounted to SEK 31.7 (60.1) million.

TAX

The Group's tax expense for the year was approx. SEK -0.4 (-1.5) million. The Parent Company, Entraction Holding AB, has accumulated tax losses of approximately SEK 146 million. These have not been recognised in the balance sheet.

EQUITY

Group equity amounted to SEK 61.2 (82.8) million, corresponding to SEK 5.91 (7.99) per share.

PERSONNEL

The number of employees in the Group's continuing operations at the end of the year was 101 (117). The average number of employees for the year was 118 (110).

THE ENTRACTION SHARE

Entraction is listed on Nasdaq OMX First North Premier. The Company's Certified Advisor is Remium AB. Entraction Holding AB had 6,266 shareholders at 30 December 2010. The share's liquidity is good, and there was trading in the share on every trading day. The share price at 30 December 2010 was SEK 25.50, corresponding to a market capitalisation of SEK 264 million.

PARENT COMPANY

The Parent Company, Entraction Holding AB, manages the shares in the underlying companies, and does not engage in any other business activities. Profit/loss for the fourth quarter amounted to SEK 5.8 (309.7) million. The year's profit/loss amounted to SEK -328.2 (309.1). The huge variance is related to the valuation of the shares in the operating subsidiary Entraction Solutions AB.

RELATED-PARTY TRANSACTIONS

There were no related-party transactions in the year 2010.

DIVIDEND

The Board's proposed dividend will be announced in the notice of the 2011 Annual General Meeting.

ACCOUNTING POLICIES AND ADDITIONAL INFORMATION

All figures refer to the Group unless otherwise stated. Comparative figures in this interim report refer to the corresponding period in 2009 unless otherwise stated. These have been restated without the Casablanca Gaming Group segment, which was disposed of in the second quarter of 2009 and is reported under Discontinued operations. Poker sales are reported on a net basis as rake less bonuses etc. Casino, betting and bingo sales are reported on a net basis as the difference between bets and winnings less bonuses. Royalty comprises the monthly licence fee paid by customers with an integrated solution to Entraction's network. The royalty is based on the sales generated by the integrated customers' players.

This interim report has been prepared in accordance with IAS 34 Interim Financial Reporting and the applicable provisions of the Swedish Annual Accounts Act. Unless otherwise specified, the accounting policies applied for the Group and Parent Company are the same as those applied in the preparation of the most recent annual report, which is available at www.entraction.com or from the head office in Stockholm.

New and amended accounting policies for 2010 which are expected to have a significant effect on the Group's financial reports are the revised IFRS 3 Business Combinations and IAS 27 Consolidated and Separate Financial Statements.

RISK OCH UNCERTAINTIES

The Group's significant risks and uncertainties are mainly of a legal and political nature. The Entraction Group is dependent on the legal situation for the gaming industry, particularly in the EU, where the majority of its customers' players are active. The Group does not at present offer services to customers resident in the USA.

In December 2008, the Government's inquiry into gambling presented a report which may bring a change to Swedish legislation. Such changes may have a detrimental effect on the legal situation for gaming companies, although Entraction does not believe the risk to be imminent.

The Group's earnings are exposed to changes in exchange rates, mainly in relation to the Euro. All income and direct costs are in Euro. As the Company's functional currency is SEK, earnings and equity are affected by exchange rate movements when the assets and liabilities of foreign subsidiaries are translated to SEK. No use of derivatives has been made to address these fluctuations.

CONSOLIDATED INCOME STATEMENT CONDENSED, SEK THOUSANDS	Q4 2010	Q4 2009	FULL YEAR 2010	FULL YEAR 2009
CONTINUING OPERATIONS				
Net sales	86,561	108,714	340,777	435,364
Direct costs of gaming operations	-48,830	-63,070	-190,731	-254,431
Gross profit	37,731	45,644	150,046	180,933
Personnel expenses	-11,715	-17,032	-63,026	-58,973
Other external costs	-10,802	-13,640	-53,062	-57,729
Depreciation and amortisation	-3,638	-2,946	-13,772	-12,251
Operating profit/loss	11,576	12,026	20,186	51,980
Financial items	37	588	1,116	3,194
Profit/loss before tax	11,613	12,614	21,302	55,174
Income taxes	377	-123	-367	-1,496
Profit/loss from continuing operations	11,990	12,491	20,935	53,678
DISCONTINUED OPERATIONS				
Profit/loss for the year from discontinued operations	0	-57	0	25,680
Profit/loss for the period	11,990	12,434	20,935	79,358
Profit/loss for the period attributable to:				
Equity holders of the Parent	11,990	12,434	20,935	72,954
Minority interest	0	0	0	6,404
EPS calculated from profit/loss for the period attributable to equity holders of the parent				
Earnings per share before dilution (SEK)	1.16	1.20	2.02	7.04
Earnings per share after dilution (SEK)	1.16	1.11	2.02	5.85
Number of shares				
Average number of shares before dilution (thousands)	10,362	10,362	10,362	10,362
Average number of shares after dilution (thousands) ⁽¹⁾	10,362	11,195	10,362	12,476

1) No outstanding warrants since November 2009.

STATEMENT OF COMPREHENSIVE INCOME SEK THOUSANDS	Q4 2010	Q4 2009	FULL YEAR 2010	FULL YEAR 2009
Profit/loss for the period	11,990	12,434	20,935	79,358
Other comprehensive income				
Exchange differences in equity	-547	1,418	-7,052	-2,923
Other comprehensive income for the period, net after tax	-547	1,418	-7,052	-2,923
Total comprehensive income for the period	11,443	13,852	13,883	76,435
Total comprehensive income attributable to:				
Equity holders of the Parent	11,443	13,852	13,883	70,360
Minority interest	0	0	0	6,075

CONSOLIDATED BALANCE SHEET, CONDENSED SEK THOUSANDS	31 DEC 2010	31 DEC 2009
ASSETS		
Intangible assets ⁽¹⁾	37,700	29,295
Property, plant & equipment	3,473	6,271
Other non-current assets	625	348
Total non-current assets	41,798	35,914
Current receivables	45,969	47,528
Short-term investments	74	131
Cash at bank and on hand	138,105	196,564
Total current assets	184,148	244,223
Total assets	225,946	280,137
EQUITY AND LIABILITIES		
Equity ⁽²⁾	61,198	82,753
Non-current liabilities/provisions	27	356
Gaming liabilities	106,421	136,497
Other current liabilities	58,300	60,531
Total liabilities ⁽³⁾	164,748	197,384
Total equity and liabilities	225,946	280,137
Number of shares (thousands)	10,362	10,362
Equity per share (SEK)	5.91	7.99

1) Of which goodwill SEK 6,269 (6,361) thousand.

2) Of which minority interest SEK 0 (0).

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

STATEMENT OF CHANGES IN EQUITY SEK THOUSANDS	FULL YEAR 2010	FULL YEAR 2009
Opening balance	82,753	64,773
Increase in provision for compulsory redemption of shares in subsidiary due to arbitration		-1,819
Redemption of shares	-35,438	-11,916
Buy-out of minority interests		-21,346
Acquisition of outstanding warrants		-23,374
Total comprehensive income for the period	13,883	76,435
Closing balance	61,198	82,753

**CONSOLIDATED CASH FLOW STATEMENT, CONDENSED
(CONTINUING AND DISCONTINUED OPERATIONS)**

SEK THOUSANDS

	Q4 2010	Q4 2009	FULL YEAR 2010	FULL YEAR 2009
Cash flow from operations before changes in working capital	14,980	16,118	35,031	61,701
Changes in working capital	-3,152	14,265	-33,402	9,725
Cash flow from operations before changes in restricted funds	11,828	30,383	1,629	71,426
Changes in restricted funds	285	-236	4,502	1,165
Cash flow from operating activities	12,113	30,147	6,131	72,591
Cash flow from investing activities	-4,596	-7,438	-19,159	-22,249
Cash flow from financing activities	0	-23,374	-35,438	-35,290
Cash flow for the period	7,517	-665	-48,466	15,052
Cash & cash equivalents at beginning of period	117,465	175,796	175,858	163,098
Cash flow for the period	7,517	-665	-48,466	15,052
Exchange differences	-3,081	727	-5,491	-2,292
Cash & cash equivalents at end of period	121,901	175,858	121,901	175,858
Restricted funds	16,204	20,706	16,204	20,706
Cash at bank and on hand	138,105	196,564	138,105	196,564

SEGMENT REPORTING

The Casablanca Gaming Group operations were sold in the 2nd quarter of 2009. As the Group now has only one segment, no segment reporting is prepared. The results of the Casablanca Gaming Group segment are reported as a discontinued operation.

GAMING OPERATIONS SEK THOUSANDS	Q4 2010	Q4 2009	FULL YEAR 2010	FULL YEAR 2009
Gaming surplus poker	81,703	106,823	316,362	435,662
Repayments in the form of bonuses etc.	-26,062	-32,965	-102,738	-132,517
Net sales poker	55,641	73,858	213,624	303,145
<i>of which Cardroom2</i>	0	1,775	0	28,588
Gaming surplus betting	2,699	3,853	12,316	12,497
Repayments in the form of bonuses etc.	-232	-50	-622	-2,666
Net sales betting	2,467	3,803	11,694	9,831
Gaming surplus casino	17,506	19,018	70,645	75,642
Repayments in the form of bonuses etc.	-1,530	-1,037	-6,629	-3,435
Net sales casino	15,976	17,981	64,016	72,207
Gaming surplus bingo	44	541	730	2,268
Repayments in the form of bonuses etc.	0	-420	-314	-848
Net sales bingo	44	121	416	1,420
Total gaming surplus as stated above	101,952	130,235	400,053	526,069
Total Repayments as stated above	-27,824	-34,472	-110,303	-139,466
Royalty	11,085	9,931	42,318	37,177
Other income	1,348	3,020	8,709	11,584
NET SALES, GROUP	86,561	108,714	340,777	435,364
Commission to customers	-45,282	-58,452	-176,305	-230,529
Licence fees to gaming suppliers	-2,827	-3,671	-10,776	-17,868
Gaming licences and taxes	-528	-1,224	-2,560	-3,125
Other gaming expenses	-193	277	-1,090	-2,909
TOTAL DIRECT COSTS OF GAMING OPERATIONS	-48,830	-63,070	-190,731	-254,431
GROSS PROFIT	37,731	45,644	150,046	180,933
GAMING OPERATIONS, EURO EUR THOUSANDS	Q4 2010	Q4 2009	FULL YEAR 2010	FULL YEAR 2009
Poker	6,017	7,136	22,390	28,541
<i>of which Cardroom2</i>	0	188	0	2,692
Betting	269	363	1,226	926
Casino	1,731	1,736	6,709	6,798
Bingo	5	12	43	134
Royalty	1,198	957	4,435	3,500
Other income	150	291	913	1,091
Net sales, Group	9,371	10,495	35,716	40,990
Total direct costs of gaming operations	-5,287	-6,090	-19,993	-23,955
Gross profit	4,084	4,405	15,723	17,035

FINANCIAL SUMMARY, GROUP SEK THOUSANDS	FULL	Q4	Q3	Q2	Q1	FULL	Q4	Q3	Q2	Q1
	YEAR 2010	2010	2010	2010	2010	YEAR 2009	2009	2009	2009	2009
Net sales	340,777	86,561	76,976	78,445	98,795	435,364	108,714	98,818	106,761	121,071
Operating profit	20,186	11,576	-5,113	3,383	10,341	51,980	12,026	12,635	11,022	16,298
Profit for the period	20,935	11,990	-5,415	3,694	10,666	79,358	12,434	12,150	38,894	15,880
Gaming surplus	400,053	101,952	90,562	93,233	114,307	526,069	130,235	119,991	127,396	148,448
Return on equity (%)	29.1	21.2	-7.5	4.1	12.4	107.6	14.2	13.7	46.9	21.8
Equity/assets ratio (%)	27.1	27.1	24.3	36.0	34.0	29.5	29.5	32.9	29.3	26.9
Equity per share (SEK)	5.9	5.9	4.8	8.9	8.7	8.0	8.0	8.9	8.2	7.8
Earnings per share (SEK)	2.0	1.2	-0.5	0.4	1.0	7.0	1.2	1.2	3.1	1.6
Gross margin (%)	44.0	43.6	43.9	45.4	43.4	41.6	42.0	40.8	41.0	42.3
Operating margin (%)	5.9	13.4	-6.6	4.3	10.5	11.9	11.1	12.8	10.3	13.5
Profit margin (%)	6.1	13.9	-7.0	4.7	10.8	18.2	11.4	12.3	36.4	13.1
Cash flow from operating activities	6,131	12,113	-1,507	306	-1,778	72,591	30,147	-3,393	12,064	34,215
Cash at bank and on hand	138,105	138,105	133,953	176,595	179,198	196,564	196,564	196,266	210,528	217,841
Average number of employees	118	113	119	120	121	110	110	107	104	102
Sales per employee	2,888	766	647	654	816	3,958	988	924	1,027	1,187
Operating profit per employee	171	102	-43	28	85	473	109	118	106	160
Stock exchange price at end of period (SEK)	25.50	25.50	21.90	30.10	50.25	62.00	62.00	58.75	42.70	46.00
Market cap at end of period	264,231	264,231	226,928	311,896	520,691	642,444	642,444	608,768	442,457	476,646

INCOME STATEMENT - PARENT COMPANY, CONDENSED SEK THOUSANDS	Q4 2010	Q4 2009	FULL YEAR 2010	FULL YEAR 2009
Net sales	5,760	2,504	23,386	14,397
Other income	4,609	0	4,625	0
Personnel expenses	-1,931	-4,694	-13,229	-12,981
Other external costs	-2,440	-903	-11,999	-4,676
Depreciation and amortisation	0	0	0	0
Operating profit/loss	5,998	-3,093	2,783	-3,260
Financial items ⁽¹⁾	-197	309,421	-330,966	308,970
Profit/loss before tax	5,801	306,328	-328,183	305,710
Income taxes	0	3,419	0	3,419
Profit/loss for the period	5,801	309,747	-328,183	309,129

1) Mainly write-down and reversal of write-down of shares in Entraction Solutions AB to reporting date market value.

BALANCE SHEET - PARENT COMPANY, CONDENSED SEK THOUSANDS	31 DEC 2010	31 DEC 2009
ASSETS		
Financial assets	312,031	642,571
Total non-current assets	312,031	642,571
Current receivables	2,485	2,439
Short-term investments	74	131
Cash at bank and on hand	2,845	1,779
Total current assets	5,404	4,349
Total assets	317,435	646,920
EQUITY AND LIABILITIES		
Equity	206,960	570,581
Non-current liabilities/provisions	101,043	67,332
Current liabilities	9,432	9,007
Total liabilities	110,475	76,339
Total equity and liabilities	317,435	646,920

Stockholm, 10 February 2011

BÖRJE FORS
Chairman of the Board

HENRIK KVICK

PETER ÅSTRÖM
President and CEO

JON JONSSON

RICHARD TOUR

This interim report has not been audited or reviewed by the Company's auditors.

2011 AGM

The annual general meeting of Entraction Holding AB (publ) will be held on 12 May 2011.

In accordance with the resolution adopted by Entraction Holding AB's AGM, the nomination committee consists of the Chairman of the Board (also the convener) and one representative of each of the Company's four largest shareholders (based on number of votes) as at 30 September 2010. Entraction Holding's nomination committee prior to the 2011 annual general meeting consists of Henrik Kwick, Per Hildebrand, Östen Carlsson and Hans Haraldsson.

Shareholders wishing to submit proposals to Entraction Holding AB's nomination committee before the 2011 AGM may contact the Board Secretary Pia Rosin by sending an e-mail to pia.rosin@entraction.com.

DEFINITIONS

ACTIVE PLAYER

Each unique player who has bet money on poker, betting, casino, bingo or participated in a competition requiring a stake in the form of bonus points during the period (the last 90 days).

AVERAGE NUMBER OF SHARES

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

BETTING MARGIN

Gaming surplus divided by total bets.

CASH & CASH EQUIVALENTS

Cash at bank and on hand (not including restricted funds).

DIRECT COSTS OF GAMING OPERATIONS

Expenses for gaming activities directly attributable to the corresponding income.

EARNINGS PER SHARE

Profit after tax attributable to equity holders of the parent divided by the average number of shares.

EQUITY/ASSETS RATIO

Equity including minority interest divided by total assets.

EQUITY PER SHARE

Equity divided by number of shares at the end of the period.

GAMING SURPLUS

Net of stakes and winnings payments in betting, bingo and casino, and rake from turnkey poker.

GROSS MARGIN

Profit after direct costs of gaming operations divided by net sales.

INTEGRATED SOLUTION

A customer with an integrated solution purchases access to the poker network and its associated administration tools, and licenses the poker and betting software.

NET SALES

Net revenues from all gaming operations of Entraction's turnkey customers, royalty income from external integrated solution customers and other income minus direct discounts to players in the form of bonuses, VIP points and tournament sponsorship.

NET SALES PER EMPLOYEE

Net sales divided by average number of employees.

NET SALES PER SHARE

Net sales divided by average number of shares.

OPERATING MARGIN

Operating profit divided by net sales.

OPERATING PROFIT PER EMPLOYEE

Operating profit divided by average number of employees.

PROFIT MARGIN

Profit for the period divided by net sales.

RAKE

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

REGISTERED PLAYER

A player with a registered username in the network.

RETURN ON EQUITY

Net profit after tax divided by average equity.

ROYALTY

The licence fee paid by customers with an integrated solution.

TURNKEY SOLUTION

Gives customers access to the Company's gaming portfolio and a complete range of additional services such as payment solutions, promotional tools, customer support, operational tools, web design and gaming licences. Customers are responsible only for marketing and acquisition of customers.

CONTACTS

PETER ÅSTRÖM, CEO
Tel: +46 (0)8-564 884 60
E-mail: peter.astrom@entraction.com

BRITT-MARIE BOJJE, CFO
Tel: +46 (0)8-564 884 60
E-mail: britt-marie.bojje@entraction.com

PIA ROSIN, COMMUNICATIONS MANAGER
Tel: +46 (0)70-753 22 46
E-mail: pia.rosin@entraction.com

CALENDAR

12 MAY 2011
Interim Report January–March 2011
2011 AGM

25 AUGUST 2011
Interim Report January–June 2011

10 NOVEMBER 2011
Interim Report January–September 2011

23 FEBRUARY 2012
2011 Year-end Report