

6 May 2004



**Interim Report 1 January – 31 March 2004  
Boss Media AB (publ)**

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- **Net sales increased by 48 percent to SEK 47.5 (32.0) million.**
- **Profit after financial items was SEK 23.1 (6.0) million. Non-recurrent items affected the profit by approximately SEK 10 million.**
- **Net profit was SEK 16.5 (4.2) million.**
- **Earnings per share were SEK 0.30 (0.08).**
- **During the first quarter Boss Media signed its first agreement within mobile gambling. The Swedish state-owned lottery company Svenska Spel and Boss Media will now be offering mobile gambling to the Swedish market.**

*The Group **Boss Media AB (publ)** is one of the world's leading suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming solutions for distribution channels such as PC:s, video lottery terminal systems, mobile phones and digital TV. Licensees are offered a customized gaming system, an integrated payment system as well as related services. The Boss Media-share is listed on the Stockholm Stock Exchange's O-list. More information about Boss Media can be viewed on the company's website <http://www.bossmedia.se>.*

*Unless otherwise stated, the following information is for the Group as a whole.*

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### Business activities during the first quarter

Boss Media signed its first licensing agreement for mobile gambling during the first quarter of 2004. Starting with Trisslotten, Sweden's biggest gambling product, Svenska Spel and Boss Media are to offer mobile gambling to the Swedish market. Players can now use the same account to play from their PC or mobile phone. By introducing the new gambling channel, Svenska Spel is strengthening the relationship between the gambler and his gaming card. Svenska Spel has also contracted Boss Media to develop more gaming products for its Internet gaming center.

Another two established betting companies were added to the customer list during the first quarter. The U.K. betting companies Canbet Sports Bookmakers and Bowman International have signed contracts with Boss Media for the delivery of various products, including casino, poker and bingo software.

Boss Media sold its own Internet casino, Gold Club Casino, during the first quarter, and this has now been replaced by a licensing arrangement under which Boss Media will supply software, games and related services on the usual terms.

During the first quarter, Boss Media allocated a significant portion of the company's resources to developing software for the IVT deal with Norsk Tipping. The development work is proceeding to plan.

### Net sales

The Group's net sales for the first quarter 2004 amounted to SEK 47.5 (32.0) million, an increase by 48 percent compared with the same period last year. Adjusted for exchange rate fluctuations the increase amounted to 44 percent.

Income from the sale of licenses amounted to SEK 17.8 (6.1) million. The substantial increase is largely due to the agreement between the associated company EssNet Interactive (in which Boss Media owns a 35% share) and Norsk Tipping, which was signed during the fourth quarter of 2003. The licensing revenues related to EssNet Interactive are made up of invoiced software development and license fees for the rights to the software.

Royalty income increased by 34 percent to SEK 24.6 (18.4) million, mainly as a result of the growing proportion of large, established gaming companies among Boss Media's customers and a strong growth in their related gambling revenues.

Service income related to operations- and maintenance and payment management amounted to SEK 4.1 (4.6) million.

The distribution and change in the Group's net sales is shown below.

SEK million	Jan-Mar 2004		Jan-Mar 2003	
<b>Income</b>		%		%
License sales	17.8	37	6.1	19
Royalty	24.6	52	18.4	58
Service & support	4.1	9	4.6	14
Other	1.0	2	2.9	9
<b>Total</b>	<b>47.5</b>	<b>100</b>	<b>32.0</b>	<b>100</b>

SEK million	2004				2003				2002			2001
	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	Q4	Q3	
<b>Income</b>												
License sales	17.8	3.0	6.8	5.9	6.1	8.1	4.1	5.5	7.5	0.8	4.4	
Royalty	24.6	23.7	20.2	21.3	18.4	12.5	11.4	11.4	14.2	11.8	13.8	
Service & support	4.1	3.7	3.9	4.5	4.6	4.1	4.4	5.5	6.4	11.0	11.0	
Other	1.0	2.1	2.8	2.5	2.9	3.5	3.8	5.0	6.7	8.6	9.4	
<b>Total</b>	<b>47.5</b>	<b>32.5</b>	<b>33.7</b>	<b>34.2</b>	<b>32.0</b>	<b>28.2</b>	<b>23.7</b>	<b>27.4</b>	<b>34.8</b>	<b>32.2</b>	<b>38.6</b>	

	0304	0301	0210	0207	0204	0201	0110	0107
<b>SEK million</b>	<b>- 0403</b>	<b>- 0312</b>	<b>- 0309</b>	<b>- 0306</b>	<b>- 0303</b>	<b>- 0212</b>	<b>- 0209</b>	<b>- 0206</b>
<b>Income</b>								
License sales	33.5	21.8	26.9	24.2	23.8	25.2	17.9	18.2
Royalty	89.8	83.6	72.4	63.6	53.7	49.5	48.8	51.2
Service & support	16.2	16.7	17.1	17.6	18.6	20.4	27.3	33.9
Other	8.4	10.3	11.7	12.7	15.2	19.0	24.1	29.7
<b>Total</b>	<b>147.9</b>	<b>132.4</b>	<b>128.1</b>	<b>118.1</b>	<b>111.3</b>	<b>114.1</b>	<b>118.1</b>	<b>133.0</b>

## Result

Profit after financial items amounted to SEK 23.1 (6.0) million. If no hedging had taken place and exchange rates had remained unchanged during the year, the profit after financial items, all else being equal, would have been about SEK 1.5 million lower.

The first quarter profit includes income of a non-recurring nature. The non-recurring income, SEK 10.5 million, relates to the sale of Gold Club Casino.

Exchange rate differences on receivables and liabilities, relating to operations, in foreign currencies, which are included in other operating income/expenses, amounted to SEK 0.1 (-0.4) million. Exchange rate differences on investments, which are included in financial items, amounted to SEK 0.1 million.

Exchange rate differences on matured forward exchange agreements during the period amounted to SEK 0.6 (2.4) million. During the first quarter 2004, USD 0.60 million matured at an average rate of SEK 8.77 and EUR 1.95 million matured at an average rate of SEK 9.09. The average current exchange rate during the same period was SEK 7.44 respectively SEK 9.20.

Result from participations in associated companies (EssNet Interactive AB) was zero for the first quarter 2004, which is based on result that is of a marginal character.

The value of signed but not matured forward exchange agreements as of 31 March 2004 are shown below.

Millions	2004		Q3		Q4		2005		Total		
	Q2	Rate	Amount	Rate	Amount	Rate	Q1	Rate	Amount	Rate	SEK
Currency	Amount	Rate	Amount	Rate	Amount	Rate	Amount	Rate	Amount	Rate	SEK
EUR	2.40	9.11	2.40	9.14	2.40	9.08	2.40	9.24	9.60	9.14	87.8
USD	0.60	8.09	0.55	8.30	0.60	7.33	0.60	7.52	2.35	8.00	19.1
GBP	-	-	-	-	-	-	2.00	13.59	2.00	13.59	27.2

## Investments

Investments in equipment during the period amounted to SEK 1.1 (1.1) million, and consisted mainly of computer servers for the operation of gaming systems and workplace-related computer equipment. Capitalized expenditure for development work, which is stated as intangible fixed assets, amounted to SEK 3.7 (3.0) million.

## Cash flow and financial position

Cash flow from operating activities amounted to SEK 7.0 (14.2) million. Accounts receivable increased by SEK 15 million during the first quarter. The increase is mainly related to EssNet Interactive.

On the closing day liquid assets amounted to SEK 163.5 (91.4) million. Shareholders' equity amounted to SEK 183.5 (142.7) million, which gave an equity ratio of 62 (67) percent. At the end of the period receivables from banks and other payment processors amounted to SEK 14.8 (8.0) million. Accrued license sales and royalties amounted to SEK 25 (23) million. Liabilities to licensees amounted to SEK 57 (35) million.

## Share data

Earnings per share after tax for the period were SEK 0.30 (0.08). Shareholders' equity per share at the end of the period was SEK 3.21 (2.50).

At the Extraordinary General Meeting on 13 June 2002 it was decided to issue 1,650,000 new warrants, that shall expire on December 31, 2005 and give the holder the right to subscribe for one new share at a price of SEK 10.60, during the period from 1 July 2004 to 31 December 2005.

On 30 June 2003 the total number of shares amounted to 55,500,000. After full dilution, corresponding to the expected exercising of 1,650,000 outstanding warrants, the number of shares amounted to 57,150,000.

The Boss Media share is listed on Stockholmsbörsen's (Stockholm Stock Exchange) O-list since 24 June 1999.

## Shareholders

On 31 March 2004 the number of shareholders was 17,352 (18,265). The foreign ownership share was about 29 (19) percent. The ten largest shareholders, according to the shareholders' register and list of nominees, are presented in the table below.

Shareholder	Number of shares	Share of capital/votes, %
Medströms AB, Sweden	7,314,300	13.2
Roburs fonder, Sweden	2,191,500	4.0
Morgan Stanley & Co Intl Ltd., Great Britain	2,049,262	3.7
Joel Wikell, Sweden	1,720,350	3.1
Carnegie Fond AB/Småbolag, Sweden	1,559,000	2.8
Jyske Bank A/S, Denmark	1,505,770	2.7
SIS Segaintersettle, Switzerland	1,447,333	2.6
JP Morgan Chase Bank, Great Britain	1,413,368	2.6
Nordea Bank S A, Luxemburg	1,124,530	2.0
Liechtensteinische Landesbank, Liechtenstein	630,000	1.1
Other	34,544,587	62.2
<b>Total</b>	<b>55,500,000</b>	<b>100.0</b>

## The parent company

The parent company's net sales (including intra-group transactions) during the period were SEK 41.1 (21.0) million. The profit after financial items was SEK 19.4 (-0.9) million. Investments in equipment amounted to SEK 1.1 (1.1) million. On the closing day the parent company's liquid assets were SEK 110.1 (39.4) million, and the total equity amounted to SEK 131.0 (83.6) million, giving an equity ratio of 66 (73) percent.

## Outlook for 2004

By broadening its product portfolio and concentrating its focus on large and established gaming companies, both private and state-owned, Boss Media has increased the potential for sales of its products in an extremely rapidly growing market and has also prepared the ground for a new growth phase. Boss Media currently offers casino games, poker and lottery games as well as various types of quick-play games, designed for distribution primarily via the Internet, gaming terminals and mobile phones. Boss Media is now well placed to service several market segments, which together make up a considerably larger market than the one Boss Media has previously operated in.

The final delivery, including hardware, for the IVT deal with Norsk Tipping will be made towards the end of the year, and Norsk Tipping will begin the phased rollout of its gaming terminals throughout Norway in early 2005. Boss Media anticipates continued high allocation of resources until autumn 2004, after which there will be a gradual reduction in respect of the Norsk Tipping order. However, Boss Media expects the partly owned company EssNet Interactive to sign another IVT contract during the year.

Boss Media has already announced its target of getting at least 1,000 simultaneous players in the Boss Poker Network in 2004. The trend during the first quarter suggests that this target will be met.

Boss Media expects to sign another mobile gambling contract in 2004, and it expects to sell at least one lottery system.

Sales of the casino system, which still accounts for a significant portion of the company's royalty income, will decrease compared with previous years, but Boss Media anticipates continued strong growth in royalties within this segment in the future.

#### **Accounting principles and transition to IASB's accounting standards**

These financial statements have been prepared in accordance with the Swedish Financial Accounting Standards Council's recommendation RR 20 on Interim reporting. The accounting principles applied in this report are the same as those applied in Boss Media's Annual Report 2003.

As of 2005 listed companies in the EU will prepare their consolidated accounts according to International Financial Reporting Standards (IFRS) issued by International Accounting Standards Board (IASB). The recommendations that the EU has adopted to date do not result in any material changes in the current accounting principles and therefore are not expected to have any significant effect on profits and shareholders' equity.

The EU has not yet adopted recommendations IAS 32 and IAS 39 on disclosures and valuation rules for financial assets and liabilities. Suggested changes to IAS 39 have been circulated for comment. The changes primarily affect when assets and liabilities can be valued at fair value instead of accrued acquisition value. Since the final wording of IAS 39 that the EU will adopt is unclear, the consequences of the transition on profits and shareholder's equity cannot be accurately estimated.

All necessary measures in relation to the transfer to IFRS have been implemented.

## CONSOLIDATED INCOME STATEMENT SUMMARY

SEK million	Jan-March 2004	Jan-March 2003	April-March 2003/2004	Jan-Dec 2003
Net sales	47.5	32.0	148.0	132.4
Other operating income	10.5	0	54.3	43.8
External services	- 4.5	- 1.6	- 7.4	- 4.4
Other external costs	- 11.8	- 11.0	- 59.0	- 58.1
Personnel costs	- 17.2	- 11.6	- 56.2	- 50.6
Depreciations according to plan	- 5.0	- 4.6	- 21.4	- 21.0
Other operating expenses	- 0.6	- 0.4	- 0.1	0
<b>Operating profit/loss</b>	<b>18.9</b>	<b>2.8</b>	<b>58.2</b>	<b>42.1</b>
Financial items	4.2	3.2	9.1	8.1
<b>Profit/loss after financial items</b>	<b>23.1</b>	<b>6.0</b>	<b>67.3</b>	<b>50.2</b>
Tax on profit for the period	- 6.6	- 1.8	- 19.2	- 14.4
<b>Net profit/loss for the period</b>	<b>16.5</b>	<b>4.2</b>	<b>48.1</b>	<b>35.8</b>
<b>Earnings per share (SEK)</b>				
Before dilution	0.30	0.08	0.87	0.65
After full dilution	0.29	0.07	0.84	0.63
<b>Total number of shares (thousands)</b>				
Before dilution, end of period	55,500	55,500	55,500	55,500
After full dilution, end of period	57,150	57,150	57,150	57,150
Average before dilution	55,500	55,500	55,500	55,500
Average after full dilution	57,150	57,150	57,150	57,150

## CONSOLIDATED BALANCE SHEET SUMMARY

SEK million	March 31, 2003	March 31, 2003	December 31, 2003
<b>Assets</b>			
Intangible fixed assets	28.1	20.2	27.5
Tangible fixed assets	9.6	14.0	10.8
Financial fixed assets	1.3	1.3	1.3
<b>Total fixed assets</b>	<b>39.0</b>	<b>35.5</b>	<b>39.6</b>
Accounts receivable	19.7	9.2	4.9
Income tax receivables	0	6.2	0
Other receivables	15.8	11.9	13.2
Prepaid expenses and accrued income	30.9	27.8	25.9
Investments	28.7	30.7	27.7
Cash and bank balances	163.5	91.4	158.7
<b>Total current assets</b>	<b>258.6</b>	<b>177.2</b>	<b>230.4</b>
<b>Total assets</b>	<b>297.6</b>	<b>212.7</b>	<b>270.0</b>
<b>Shareholders' equity and liabilities</b>			
Restricted equity	122.7	131.2	126.3
Non-restricted equity	60.8	11.5	40.2
<b>Total shareholders' equity</b>	<b>183.5</b>	<b>142.7</b>	<b>166.5</b>
<b>Provisions</b>			
	<b>13.5</b>	<b>7.3</b>	<b>13.6</b>
Advance payment from customers	4.1	6.7	3.9
Accounts payable	9.4	7.1	8.5
Income tax liabilities	6.6	0	1.4
Other liabilities	58.5	38.6	53.1
Accrued expenses and deferred income	22.0	10.3	23.0
<b>Total non interest-bearing liabilities</b>	<b>100.6</b>	<b>70.0</b>	<b>89.9</b>
<b>Total shareholders' equity and liabilities</b>	<b>297.6</b>	<b>212.7</b>	<b>270.0</b>

## CHANGE IN SHAREHOLDERS' EQUITY

SEK million	31 March 2004	31 March 2003	31 December 2003
Opening balance	166.5	139.4	139.4
New share issue	-	-	-
Dividend	-	-	-
Translation differences	0.5	- 0.9	- 8.7
Profit for the period	16.5	4.2	35.8
<b>Closing balance</b>	<b>183.5</b>	<b>142.7</b>	<b>166.5</b>

## CONSOLIDATED CASH FLOW STATEMENT SUMMARY

SEK million	Jan-Mar 2004	Jan-Mar 2003	Jan-Dec 2003
<b>Operating activities</b>			
Operating profit	18.9	2.8	42.1
Reversal of items not affecting cash flow	6.5	4.0	7.4
Interest received	0.3	0.1	1.0
Other financial items	0.7	3.1	8.8
Income tax	- 1.5	- 1.5	- 0.3
<b>Cash flow from operating activities before changes in working capital</b>	<b>24.9</b>	<b>8.5</b>	<b>59.0</b>
Changes in working capital	- 17.9	5.7	45.7
<b>Cash flow from operating activities</b>	<b>7.0</b>	<b>14.2</b>	<b>104.7</b>
<b>Cash flow from investing activities</b>	<b>- 4.9</b>	<b>- 4.1</b>	<b>- 25.5</b>
<b>Cash flow from financing activities</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Cash flow for the period</b>	<b>2.1</b>	<b>10.1</b>	<b>79.2</b>
Liquid funds, opening balance	158.7	82.3	82.3
Exchange rate differences in liquid funds	2.7	- 1.0	- 2.8
<b>Liquid funds, closing balance</b>	<b>163.5</b>	<b>91.4</b>	<b>158.7</b>

## KEY RATIOS\*

	Jan-March 2004	Jan-March 2003	Jan-March 2002	Jan-Dec 2003
Operating margin, %	40.0	8.7	9.1	31.8
Profit margin, %	48.7	18.6	0.0	37.9
Return on shareholders' equity, %	9.3	3.0	-	23.4
Return on capital employed, %	13.1	4.2	-	33.0
Equity ratio, %	62	67	73	62
Number of employees, end of period	124	80	81	106
Earnings per share, SEK	0.3	0.1	0.0	0.6
Shareholders' equity per share, SEK	3.2	2.5	2.6	2.9
Net sales per share, SEK	0.9	0.6	0.6	2.4
Share price, end of period, SEK	23.4	3.9	12.6	24.1
Share price/shareholders' equity per share, times	7	2	5	8
Share price change during the period, %	- 3	- 5	- 30	487
Turnover rate, %	234	40	168	252
No. shares traded per trading day, thousands	528	87	361	365

\* After full dilution and tax. Key ratio definitions are presented on page 63 of Boss Medias Annual Report 2003.

## QUARTERLY FIGURES

### Consolidated Income Statement Summary

SEK million	2004				2003				2002			2001
	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	Q4	Q3	
Net sales	47.5	32.5	33.7	34.2	32.0	28.2	23.7	27.4	34.8	32.2	38.6	
Other operating income	10.5	43.8	0	0	0	-0.1	0	0.1	0.2	-0.5	-1.6	
External services	-4.5	-1.4	-0.8	-0.6	-1.6	-3.3	-2.1	-1.7	-1.0	-0.8	-0.6	
Other external costs	-11.8	-27.6	-9.1	-10.4	-11.0	-11.0	-11.5	-11.4	-12.7	-31.2	-20.0	
Personnel costs	-17.2	-14.7	-11.2	-13.1	-11.6	-11.6	-10.0	-11.2	-12.2	-16.3	-12.0	
Depreciations according to plan	-5.0	-7.3	-4.5	-4.6	-4.6	-4.2	-4.2	-3.9	-3.9	-4.7	-4.3	
Other operating expenses	-0.6	1.6	-0.7	-0.5	-0.4	-0.6	0.4	-2.9	-2.0	-3.2	0	
<b>Operating profit/loss</b>	<b>18.9</b>	<b>26.9</b>	<b>7.4</b>	<b>5.0</b>	<b>2.8</b>	<b>-2.6</b>	<b>-3.7</b>	<b>-3.6</b>	<b>3.2</b>	<b>-24.5</b>	<b>0.1</b>	
Financial items	4.2	1.0	0.8	3.1	3.2	2.7	3.8	-1.5	-3.1	-1.5	-1.1	
<b>Profit/loss after financial items</b>	<b>23.1</b>	<b>27.9</b>	<b>8.2</b>	<b>8.1</b>	<b>6.0</b>	<b>0.1</b>	<b>0.1</b>	<b>-5.1</b>	<b>0.1</b>	<b>-26.0</b>	<b>-1.0</b>	
Tax on profit for the period	-6.6	-7.9	-2.4	-2.3	-1.8	-0.2	-0.1	1.3	-0.1	7.0	0.4	
<b>Net profit/loss for the period</b>	<b>16.5</b>	<b>20.0</b>	<b>5.8</b>	<b>5.8</b>	<b>4.2</b>	<b>-0.1</b>	<b>0.0</b>	<b>-3.8</b>	<b>0.0</b>	<b>-19.0</b>	<b>-0.6</b>	

### Consolidated Balance Sheet Summary

SEK million	2004				2003				2002			2001
	03/31	12/31	09/30	06/30	03/31	12/31	09/30	06/30	03/31	12/31	09/30	
<b>Assets</b>												
Fixed assets	39.0	39.6	39.8	38.3	35.5	36.3	37.1	33.8	35.2	37.9	41.5	
Other current assets	66.4	44.0	57.1	52.7	55.1	45.7	52.5	47.8	53.5	85.9	112.7	
Investments	28.7	27.7	27.7	27.7	30.7	29.7	30.6	30.3	30.0	31.1	-	
Cash and bank balances	163.5	158.7	109.3	97.6	91.4	82.3	70.6	68.9	81.2	46.8	66.2	
<b>Total assets</b>	<b>297.6</b>	<b>270.0</b>	<b>233.9</b>	<b>216.3</b>	<b>212.7</b>	<b>194.0</b>	<b>190.8</b>	<b>180.8</b>	<b>199.9</b>	<b>201.7</b>	<b>220.4</b>	
<b>Equity and liabilities</b>												
Shareholders' equity	183.5	166.5	151.9	147.0	142.7	139.4	140.6	140.2	146.8	147.6	166.7	
Non interest-bearing liabilities and provisions	114.1	103.5	82.0	69.3	70.0	54.6	50.2	40.6	53.1	54.1	53.7	
<b>Total equity and liabilities</b>	<b>297.6</b>	<b>270.0</b>	<b>233.9</b>	<b>216.3</b>	<b>212.7</b>	<b>194.0</b>	<b>190.8</b>	<b>180.8</b>	<b>199.9</b>	<b>201.7</b>	<b>220.4</b>	

### Consolidated Cash Flow Statement

SEK million	2004				2003				2002			2001
	03/31	12/31	09/30	06/30	03/31	12/31	09/30	06/30	03/31	12/31	09/30	
Operating activities	7.0	56.3	18.6	15.6	14.2	15.8	10.2	-4.4	36.7	-16.2	-38.7	
Investing activities	-4.9	-7.2	-6.3	-7.9	-4.1	-3.8	-7.1	-4.5	-1.6	-3.6	-3.2	
Financing activities	-	-	-	-	-	-	-	-	-	-	-	
<b>Cash flow for the period</b>	<b>2.1</b>	<b>49.1</b>	<b>12.3</b>	<b>7.7</b>	<b>10.1</b>	<b>12.0</b>	<b>3.1</b>	<b>-8.9</b>	<b>35.1</b>	<b>-19.8</b>	<b>-41.9</b>	
Liquid funds, opening balance	158.7	109.3	97.6	91.4	82.3	70.6	68.9	81.2	46.8	66.2	108.9	
Exchange rate differences	2.7	-0.3	-0.6	-1.5	-1.0	-0.3	-1.4	-3.4	-0.7	0.4	-0.8	
<b>Liquid funds, closing balance</b>	<b>163.5</b>	<b>158.7</b>	<b>109.3</b>	<b>97.6</b>	<b>91.4</b>	<b>82.3</b>	<b>70.6</b>	<b>68.9</b>	<b>81.2</b>	<b>46.8</b>	<b>66.2</b>	

**Forthcoming financial reports**

Reports for the financial year 2004 will be published according to the following plan:

- Interim Report 6 months, August 13, 2004
- Interim Report 9 months, October 29, 2004
- Year-end Report 2004, February 11, 2005

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