

# Key Figures Consolidated

Million DKK	2010	2009	2008	2007	2006
<b>Income Statement</b>					
Revenue	308.0	265.7	203.2	141.5	94.9
Costs of sales	(125.1)	(108.7)	(75.1)	(44.7)	(25.9)
<b>Gross contribution</b>	<b>182.9</b>	<b>157.0</b>	<b>128.1</b>	<b>96.8</b>	<b>69.0</b>
Sales and Marketing expenses	(85.0)	(71.6)	(60.1)	(43.3)	(32.2)
Administrative expenses	(34.3)	(31.2)	(24.1)	(18.6)	(12.3)
Research & Development costs	(19.7)	(18.0)	(18.9)	(16.9)	(15.2)
<b>EBITDA before special items</b>	<b>43.8</b>	<b>36.2</b>	<b>25.0</b>	<b>18.0</b>	<b>9.3</b>
Depreciation	(7.1)	(4.2)	(3.2)	(2.8)	(1.9)
Amortizations	(8.9)	(10.9)	(11.5)	(7.7)	(0.7)
<b>EBIT before special items</b>	<b>27.8</b>	<b>21.1</b>	<b>10.3</b>	<b>7.5</b>	<b>6.7</b>
Special items	(13.2)	(5.1)	0	0	0
<b>EBIT</b>	<b>14.5</b>	<b>15.9</b>	<b>10.3</b>	<b>7.5</b>	<b>6.7</b>
Financial items	(18.2)	(9.1)	(4.6)	(2.8)	(0.3)
<b>Profit/loss before tax</b>	<b>(3.7)</b>	<b>6.9</b>	<b>5.7</b>	<b>4.7</b>	<b>6.4</b>
Tax	(6.3)	(5.5)	7.8	(1.1)	4.4
<b>Profit/loss for the year</b>	<b>(10.0)</b>	<b>1.4</b>	<b>13.5</b>	<b>3.6</b>	<b>10.8</b>
<b>Balance Sheets</b>					
Assets	529.9	478.8	507.8	401.5	135.7
Liabilities	337.0	300.3	331.7	235.2	39.8
Equity	192.9	178.5	176.1	166.3	95.9
Investment in fixed assets tangible	91.7	57.1	37.3	18.8	4
<b>Cash Flow Statements</b>					
Operating activities	27.5	25.6	10.7	26.1	(0.9)
Investment activities	(49.9)	19.4	(113.4)	(239.7)	(45.7)
<b>Cash flow before financing activities</b>	<b>(22.5)</b>	<b>45.0</b>	<b>(102.7)</b>	<b>(213.6)</b>	<b>(46.6)</b>
Financing activities	9.1	(25.9)	26.6	256.4	24.6
<b>Cash flow, total</b>	<b>(13.4)</b>	<b>19.1</b>	<b>(76.1)</b>	<b>42.8</b>	<b>(22.0)</b>
<b>Key figures</b>					
Gross contribution margin %	59.4	59.1	63.0	68.4	72.7
EBITDA margin % before special items	14.2	13.6	12.3	12.7	9.8
EBITDA margin %	13.2	11.7	12.3	12.7	9.8
EBIT margin % before special items	9.0	7.9	5.1	5.3	7.1
EBIT margin %	4.7	6.0	5.1	5.3	7.1
Earnings per share (EPS) DKK	(0.37)	0.04	0.47	0.12	0.51
Earnings per share, adjusted*	0.33	0.22	0.47	0.12	0.51
Earnings per share after dilution (EPS) DKK	(0.37)	0.04	0.47	0.11	0.50
Cash flow per share (CFPS) DKK	0.96	0.90	0.38	1.03	(0.04)
Share price, end of year (Oslo SE) NOK	15.20	12.20	6.90	23.90	14.40
Equity ratio %	36	37	35	41	71
Return on equity (ROE) %	(5)	1	8	3	14
Return on equity (ROE), adjusted*	5	4	8	3	14
Number of shares (average)	28,741,736	28,392,897	28,060,229	25,300,243	21,157,031
Number of employees (average)	221	220	183	134	83

\* Adjusted for special items and impairment of investments