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## Interim Report

### 1 January - 30 September 2004

- Turnover for the first nine months 2004 was MSEK 328,5 (226,7)
- OptiMail's profit after tax for the first nine months 2004 increased to MSEK 13,2 (7,0)
- Earnings per share for the first nine months of 2004 were SEK 1,03 (0,53)

## OptiMail AB

OptiMail AB consists of the core business - postal optimisation - and three partly-owned companies. OptiMail's core business is to co-ordinate, integrate and optimise international information flows of large groups in Europe. OptiMail is the international postal expert which, through its expertise and innovative strength, can produce significant savings for its customers in mail distribution.

### Business Concept

OptiMail's business concept is to provide price-competitive, high quality, and innovative solutions for more efficient mail distribution.

### Vision

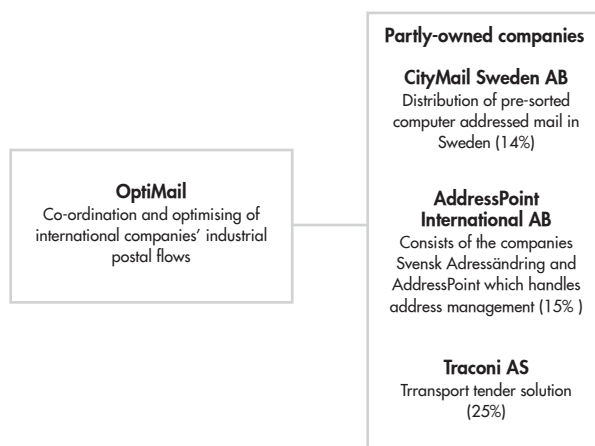
OptiMail's vision is to be the obvious primary choice for pan-european corporate groups within the area of optimisation of international postal flows.

### Goal

- OptiMail aims to achieve a turnover of between MSEK 400-500 somewhere in year 2003/2004.
- OptiMail's goal for the coming years is to achieve an annual growth of >20%.
- OptiMail shall annually increase the operating profits.

### Strategy

- Focus sales on major multinational companies under its own management, and throughout cooperation partners;
- In its services OptiMail shall themselves provide Customer contact, Competence, Coordination, and Control;
- OptiMail's business will be primarily based on a variable cost base;
- OptiMail shall perform its services as a natural player towards postal authorities, printshops and other players within the information distribution process.



## OptiMail's results

Turnover for the first nine months of 2004 was MSEK 328.5 (226.7), an increase of 101.8 million (45 percent) compared with the preceding year. For the third quarter of 2004, turnover amounted to MSEK 104.4 (80.9).

Turnover for the first nine months is in line with the goal. This quarter's decline in turnover compared to the previous quarter is primarily attributable to the direct marketing segment. Direct marketing is, as previously mentioned, more sensitive to seasonal variations. Within the administrative mail segment, volumes continue to be strong at a level consistent with the preceding quarter.

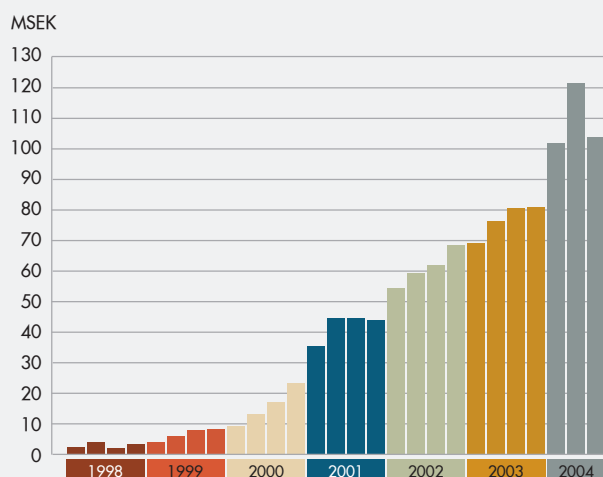
Since the company obtained its present structure (1 July 2000), OptiMail has on average grown by 70 percent per year. Based on this quarter, the annual turnover rate amounts to approximately MSEK 418.

Operating profits for the first nine months of 2004 were MSEK 10.7 (5.2). The operating margin has continued to develop positively compared with the same period for the preceding year, as well as the preceding quarter. The improved margin is due to the fact of a favourable mix of services and the scale which OptiMail has now achieved. The operating profit for the third quarter amounted to MSEK 4.0 (2.0).

OptiMail's profit after tax for the first nine months of 2004 amounted to MSEK 13.2 (7.0). The profit after tax for the quarter was MSEK 4.8 (2.6).

Net financial income for the first nine months of 2004 amounted to MSEK 3.1 (2.2).

Development of turnover per quarter in OptiMail AB\*



\* Q1 1998 to Q2 2000 shows figures from the former business area CityMail International, which corresponds to today's OptiMail AB.

## Anticipated development

OptiMail will reach an annual turnover exceeding MSEK 400 and by that achieve its goal.

The demand for the services offered by OptiMail is currently strong and many new customers have begun to show interest in OptiMail's mail solutions. At present, OptiMail is studying possibilities to further expand its range of services within the information distribution process in order thereby to become an even more important supplier to the major customers. The expansion in the value chain may take place either through acquisition of companies with supplementary services and IT systems or through investments in new services and systems.

OptiMail's goal is now to continue to grow by at least 20% annually and to increase the operating profit every year.

In the future, OptiMail's turnover will most likely continue to vary between quarters. Mainly due to the increasing volumes of direct marketing.

## Important Events during the period

### Acquisition of own shares

During the third quarter of 2004, OptiMail continued to purchase its own shares, as authorised by the General Meeting and resolution of the Board of Directors.

During the third quarter of 2004, 172,733 shares were repurchased at an average price of SEK 15.56: the highest price was SEK 16.4, and the lowest price SEK 14.85. Thus, in total, OptiMail holds 924,000 treasury shares, corresponding to 6.8% of the total of 13,654,000 shares in the company. As of 30 June 2004, the number of outstanding shares, net following repurchases, amounts to 12,730,000.

### Major order in Traconi

Successful sales work and well-implemented pilot projects during the quarter have resulted in major orders being secured by Traconi. The positive trend in Traconi will probably result in the company turning a profit earlier than previously planned.

### Renegotiated option with Traconi

During the past year, OptiMail has actively worked within Traconi to package and sell Traconi's services. It is now believed that the work of launching Traconi's service in Europe can be better managed by Traconi itself. OptiMail and Traconi's other owners have thus agreed on a new option arrangement for OptiMail, in exchange for OptiMail abandoning the exclusive agency agreement. OptiMail now has a new option to acquire up to 40% of Traconi. The new option is based on significantly more favourable terms and conditions than the old option. The option expires in August 2005.

### Increased ownership in IMAP AB and IMAP BV

OptiMail is now processing the second stage in the acquisition of the IMAP AB and IMAP BV companies. The acquisition will take place in three stages in accordance with an "earn out" model. In the first stage, December 2002, OptiMail purchased 80% of IMAP at a total acquisition cost of approximately MSEK 3. In the second stage, which will take place during the fourth quarter of 2004, OptiMail acquires half of the remaining part of the company for approximately MSEK 3.6. In the final stage, which will take place in 2005 or 2006 depending on IMAP's development, the remainder of the company will be acquired at an amount calculated based on the results after tax for the whole of 2005, using a multiple of 3 to 4.

IMAP's operations have been totally integrated into OptiMail and major synergies have been realised within sales and administration. IMAP is the single greatest reason for OptiMail having succeeded so well within the direct marketing segment in 2003 and 2004.

## Financial Position

### Liquid funds

The company's liquid funds as per 30 September 2004 amounted to MSEK 67.8 (65.4). In addition, as per 30 September the company has granted and non-utilised credit facilities amounting to MSEK 11.2 (4.5). As in the previous year, the company had no interest-bearing liabilities.

### Cash flow

Cash flow during the first nine months of 2004 amounted to MSEK 14.3 (-19.2). During the first quarter OptiMail has distributed dividends in the amount of MSEK 6.5.

### Equity Ratio

The equity ratio as per 30 September 2004 amounted to 62%, compared with 69% at the beginning of the year.

### Profit and loss account 2003/2004 OptiMail

KSEK	Quarter 3 2004	Quarter 2 2004	Quarter 1 2004	Quarter 4 2003	Quarter 3 2003
Net turnover	104 417	121 846	102 280	81 174	80 874
Other operating income	-	-	-	-	-
Total income	104 417	121 846	102 280	81 174	80 874
Personnel costs	-4 926	-4 771	-4 352	-4 346	-3 669
Other external expenses	-94 591	-112 375	-94 626	-74 608	-74 479
Depreciation of tangible and intangible fixed assets	-862	-673	-649	-701	-723
Operating result	4 038 3,9%	4 027 3,3%	2 653 2,6%	1 519 1,9%	2 003 2,5%
Financial income/expense	912	917	1 284	989	634
<b>Result after financial items</b>	<b>4 950 4,7%</b>	<b>4 944 4,1%</b>	<b>3 937 3,8%</b>	<b>2 508 3,1%</b>	<b>2 637 3,3%</b>

## Loss carry forwards

In total, OptiMail has non-utilised loss carry forwards of MSEK 233.8.

## Investments

During the first nine months of 2004, investments amounted to MSEK 2.3 (3.1).

## Personnel

The average number of employees in the first nine months of 2004 amounted to 16 (15).

## Accounting Principles

This Interim Report has been prepared in accordance with recommendation RR 20 of the Swedish Financial Accounting Standards Council regarding interim reporting.

This Interim Report has been prepared in accordance with the same accounting principles and calculation methods as the 2003 Annual Report.

In order to increase comparability, minority interests in the preceding year's periods are now reported separately and customer advances in the preceding year's quarterly reports have been reclassified as "other liabilities".

Commencing with this quarter, OptiMail will no longer report turnover for IMAP's and SwedMail's services. This is due to the fact that for each quarter the IMAP international operations constitute an ever increasing part of the total operations; for the first half of the year the allocation between both of the units was 93% for IMAP and 7% for SwedMail.

## Partly-owned companies

### CityMail Sweden AB

The company operates within the distribution of pre-sorted, computer addressed mail within Sweden and is owned by Norway Post, (57 percent), Bror Anders Månsson (29 percent) and OptiMail AB (14 percent).

CityMail Sweden's long-term improvement work, which was commenced in connection with Norway Post's acquisition of the company in 2002, is now yielding in noticeable effects. During the year, the results have been significantly improved and CityMail Sweden turned a profit for the first nine months and the company anticipates an EBIT of approximately MSEK 10 for the year. Profit is anticipated to continue to improve at approximately the same rate during the coming periods.

OptiMail's shares in CityMail Sweden AB will be sold to Norway Post in the first quarter of 2006 at a price corresponding to OptiMail's share of 9 times CityMail Sweden AB's EBIT in 2005.

### AddressPoint International AB

OptiMail AB owns 15 percent of AddressPoint International AB, the remainder being owned by Sweden Post. AddressPoint International has two subsidiaries: Svensk Adressändring AB and AddressPoint AB.

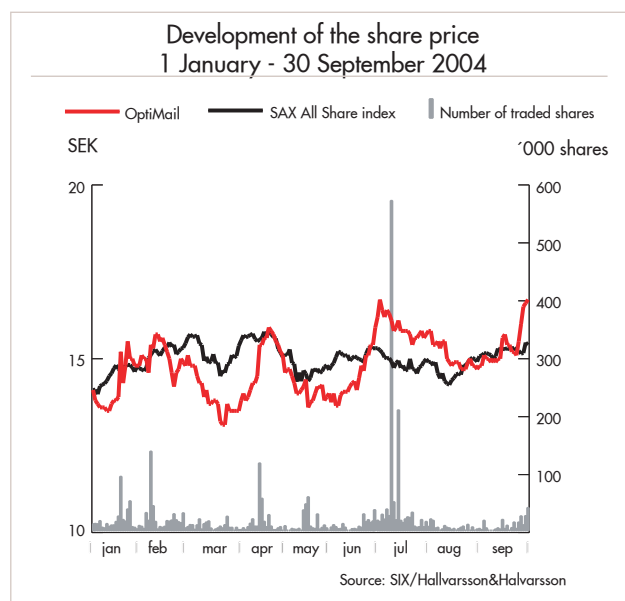
### Traconi AS

OptiMail owns 25% percent of the Norwegian transport and logistics company, Traconi AS. Traconi has a web-based system for the procurement of transport services and logistics.

## Share Price

OptiMail's share price in September closed at SEK 16.8. During the first nine months of 2004, 3,144,080 (2,923,365) OptiMail shares were traded

Thus, during the first nine months of 2004 OptiMail's share price has increased by 15.1 percent. During the same period, the SX All-Share Index has increased by 10.5 percent.



The interim report has not been audited by the company's auditors.

Stockholm 15 October 2004

The board of directors of OptiMail AB

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Forthcoming reports:

- Unaudited annual results 2004 - 21 January 2005
- Interim Report, Q1 2005 - 15 April 2005
- Interim Report, Q2 2005 - 12 July 2005
- Interim Report, Q3 2005 - 14 October 2005

Annual General Meeting 2005: 15 March 2005

<b>Income statement in summary</b>	<b>2004</b>	<b>2003</b>	<b>2004</b>	<b>2003</b>	<b>2003</b>
All amounts in KSEK	<b>Jan-Sep</b>	<b>Jan-Sep</b>	<b>Jul-Sep</b>	<b>Jul-Sep</b>	<b>Full year</b>
Net turnover	328 543	226 734	104 417	80 874	307 908
Other operating income	0	0	0	0	0
Total income	328 543	226 734	104 417	80 874	307 908
Personnel costs	-14 049	-11 714	-4 926	-3 669	-16 060
Other external expenses	-301 592	-208 018	-94 591	-74 479	-282 626
Depreciation of tangible and intangible fixed assets	-2 184	-1 822	-862	-723	-2 523
<b>Operating result</b>	<b>10 718</b>	<b>5 180</b>	<b>4 038</b>	<b>2 003</b>	<b>6 699</b>
Result from financial investments					
Result from shares in associated companies	2 645	1 267	998	699	1 461
Interest income and similar result items	1 288	1 520	267	369	2 329
Interest expense and similar result items	-820	-614	-353	-434	-628
<b>Result after financial items</b>	<b>13 831</b>	<b>7 353</b>	<b>4 950</b>	<b>2 637</b>	<b>9 861</b>
Tax	-491	-189	-282	-70	2 327
Minority interest	-127	-114	95	-9	-182
<b>Net result for the period</b>	<b>13 213</b>	<b>7 050</b>	<b>4 763</b>	<b>2 558</b>	<b>12 006</b>

Number of shares at end of period (thousands)	12 730	12 951	12 730	12 951	12 931
Weighed average number of shares during the period (thousands)	12 867	13 399	12 783	13 093	13 284
Earnings per share, SEK	1,03	0,53	0,37	0,20	0,90

<b>Balance sheet in summary</b>	<b>2004 09 30</b>	<b>2003 09 30</b>	<b>2003 12 31</b>
<b>Assets</b>			
Intangible fixed assets	3 596	4 962	4 907
Tangible fixed assets	1 248	1 544	1 499
Deferred tax	10 000	7 500	10 000
Financial fixed assets	33 977	29 167	32 355
Receivables	54 114	42 921	43 735
Other current assets	3 026	2 766	4 895
Cash and bank equivalents	67 804	65 422	53 523
<b>Total assets</b>	<b>173 765</b>	<b>154 282</b>	<b>150 914</b>
<b>Shareholder's equity and liabilities</b>			
Shareholder's equity	108 194	99 898	104 576
Minority shareholding	300	159	173
Accounts payable	26 003	17 587	12 251
Other liabilities	39 268	36 638	33 914
<b>Total shareholder's equity and liabilities</b>	<b>173 765</b>	<b>154 282</b>	<b>150 914</b>

<b>Cash flow</b>	<b>2004</b>	<b>2003</b>	<b>2003</b>
	<b>Jan-Sep</b>	<b>Jan-Sep</b>	<b>Full year</b>
Cash flow from operating activities before changes in working capital	13 053	7 079	9 354
Changes in working capital	10 596	-8 363	-19 366
Cash flow from investing activities	-2 338	-3 105	-6 813
Cash flow from financing activities	-7 030	-14 814	-14 277
Cash flow of the period	14 281	-19 203	-31 102

<b>Shareholder's equity</b>	<b>2004</b>	<b>2003</b>	<b>2003</b>
	<b>Jan-Sep</b>	<b>Jan-Sep</b>	<b>Full year</b>
Amount at January 1st	104 576	107 311	107 311
Net result for the period	13 213	7 050	12 006
Exchange rate difference	3	-3	-23
Dividend	-6 465	-6 827	-6 827
Acquisition	-3 133	-7 633	-7 891
Amount at end of period	108 194	99 898	104 576

<b>Key ratios and earnings per share</b>	<b>2004</b>	<b>2003</b>	<b>2004</b>	<b>2003</b>	<b>2003</b>
	<b>Jan-Sep</b>	<b>Jan-Sep</b>	<b>Jul-Sep</b>	<b>Jul-Sep</b>	<b>Full year</b>
Equity ratio	62%	65%	62%	65%	69%
Earnings on shareholder's equity	17%	9%	18%	10%	11%
Earnings on total capital employed	11%	6%	11%	7%	8%
Earnings per share, SEK	1,03	0,53	0,37	0,20	0,90
Equity per share, SEK	8,50	7,71	8,50	7,71	8,09