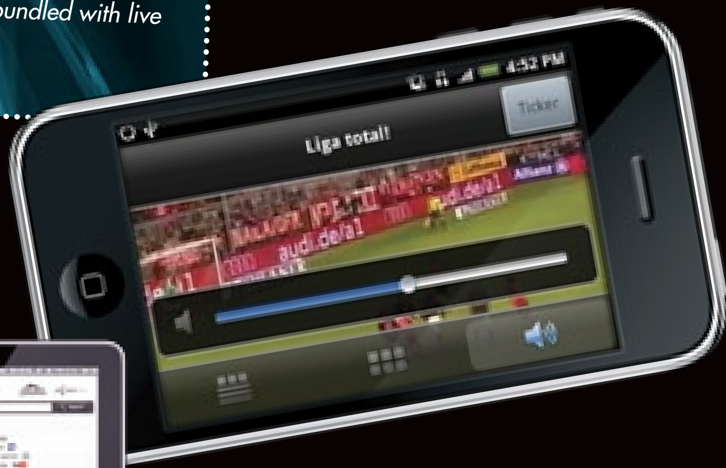
aspiro

ANNUAL REPORT 2009

T-Mobile uses Aspiro's mobile TV solution, which includes an iPhone live TV application available from Apple's App Store. Users can subscribe for live TV packages with channels like MTV, Eurosport and Sat. 1 bundled with live Bundesliga football.

Mobile TV



Music

Aspiro's streaming service was launched in Norway in early-2010 with retail chain Platekompaniet in partnership with Telenor. WiMP enables users to listen to music from the whole world on their computers or mobile phones.

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This document is essentially a translation of the Swedish language original. In the event of any discrepancies between this translation and the original, the latter will be deemed correct.

This is Aspiro

Aspiro has evolved from being an enterprise selling ringtones, games and mobile fun to consumers into a fully fledged vendor of premium services to network operators and media corporations. We're a world leader in mobile TV and have unique positioning as the world's only vendor of complete TV and music streaming services to partners that want to put their own brands on these services. We also remain a market leader in traditional entertainment products. With our long-term experience of the mobile sector, we also provide expertise to corporations that want to capitalize on the mobile channel by interacting or communicating with customers. We are at the leading edge of development and know what works.

Aspiro – Shaping your mobile life

Services
Mobile TV, Music, Mobile Business Services, Mobile Entertainment and Search Services on mobiles.

Geography
Aspiro is present in Sweden, Norway, Finland, Denmark, Estonia, Latvia, Lithuania and the US, and delivers to customers worldwide.

Customers
Aspiro's biggest customers are companies like T-Mobile, Telefónica O2, Telenor, 3, TeliaSonera, Tele2, NRK, the BBC, Aftonbladet, mBlox and TVNorge.

Content Providers
Aspiro has agreements with content providers in TV, music, games and other services including Universal Music, Sony Music, Warner Music, EMI, the BBC, Disney, CNN, CNBC, Electronic Arts, Glu, THQW, Real Networks, Sony Pictures, Warner Bros and Vidzone.

Corporate Information
Aspiro was founded in 1998 and is a small-cap company listed on Nasdaq OMX Nordic Exchange in Stockholm. It has 190.5 million shares, and as of 31 March, its market capitalization was some SEK 412 m. Aspiro has approximately 140 employees and had net sales of SEK 441 m in 2009.

2009 in Brief

Aspiro is building new initiatives in its growth segments of Mobile TV and Music and is increasingly addressing the professional business market.

Financial Summary

- Net sales for the full year were SEK 441.4 m (SEK 425.6 m). Aspiro's goal for 2009 was growth. In year-on-year terms, sales grew by some 4%. In the Mobile TV and Music business segments, sales grew by a total of 74%, or SEK 29.8 m, while sales in Mobile Entertainment were down by 11%, or SEK 24.3 m.
- EBITDA for the full year was SEK 0.03 m (SEK 30.2 m). Earnings were charged with non-recurring expenses of some SEK 10 m (SEK 8.2 m) mainly relating to rationalizing Mobile Entertainment's organizational resources. Otherwise, Aspiro incurred expenses for building its Mobile TV and Music initiatives.
- The profit/loss after tax for the full year was SEK -13.7 m (SEK -206.4 m). Basic and diluted earnings per share for the same period were SEK -0.07 (SEK -1.08).

Business Highlights

- Good progress in Mobile TV, new agreements and upgrade orders signed worth over SEK 75 m.
- New music streaming service developed. Aspiro started a joint venture with Platekompaniet for the launch in Norway, and signed an agreement with a US partner.
- Rationalization of Mobile Entertainment to counter a downward market trend of stringent regulation. Duties relocated to Oslo.
- Sale of search services subsidiary blocked by competition regulators, and finally, the Norwegian Ministry.
- Merger of Mobile Marketing and Mobile Business Solutions business segments into Mobile Solutions.
- High growth potential, especially in Mobile TV, Music and Mobile Solutions.

Key Figures	2009	2008
Net sales, SEK m	441.4	425.6
EBITDA, SEK m	0.03	30.2
Profit/loss after tax, SEK m	–13.7	–206.4
Earnings per share, SEK	–0.07	–1.08
Average no. of employees	142	144
Cash and cash equivalents at year-end, SEK m	57.9	92.4
Cash flow from operating activities before change in working capital, SEK m	9.2	26.3
Equity/assets ratio, %	71	71

Events after the End of the Period

- In February 2010, Aspiro and Platekompaniet launched the music streaming service WiMP in Norway, in cooperation with Telenor.
- In April 2010, Aspiro launched WiMP in Denmark together with Telenor.

A Statement by Gunnar Sellæg

Aspiro Shifts Focus—Advancing in Music and TV

Going into 2010, Aspiro has five different business segments. Looking back three years, Aspiro was an enterprise almost exclusively delivering ringtones, games, search services and other types of mobile fun for consumers. But in recent years we have created new legs to stand on. Our spearhead is mobile TV, music, and business services, and we're focusing increasingly on delivering to businesses instead of direct to consumers. Music and mobile TV especially really started to gather pace in 2009.

The iPhone and New Networks Accelerate the Market

Over the past year, we've seen the start of a major transformation now ongoing in mobile services usage. The introduction of the iPhone and Google Android are radically transforming the conditions for the mobile as an entertainment medium, and consumer behavior is changing accordingly. Our viewer ratings for mobile TV services were up 75% in 2009. A high share of growth relates to the launch of a new application for the iPhone 3G, which was top of the iTunes App Store download list on several markets in late-summer. The music industry's business model is also changing, with new streaming services driving migration towards subscriptions instead of buying single tracks or albums. We factored in these market changes and developed state of the art products that operators, broadband providers and media corporations can offer their customers. The demand from consumers means that the growth potential of digital music and mobile TV is now greater than ever.

2010—Aspiro's Repositioning Complete

In 2009, Aspiro focused on building these new services, and signed new agreements with major partners like T-Mobile, Telefónica O2, Telenor and Platekompaniet. Our new services are now on the market, and we are seeing really great examples of how mobile TV and music can be successful. In 2010, we will complete our repositioning,

and expect continued high growth in Mobile TV, Music and Mobile Solutions. Soon, we expect these three segments to become Aspiro's backbone.

Focusing on Growth

For a number of years, Aspiro's objective has been to be a growth company. The market for mobile services is growing and offers high potential, especially in our focus segments. Overall in 2009, Aspiro's net sales grew by some 4% on 2008, which in itself, doesn't sound so much. But when we consider that the operation that previously made up the whole company, i.e. Mobile Entertainment, fell by more than 10%, we're very satisfied with positive growth overall. Sales in Mobile TV and Music grew by nearly SEK 30 m, or 74%. Going forward, Mobile TV, Music and Mobile Solutions will contribute to our growth.

Aspiro still commands a good profit margin in Mobile Entertainment and Mobile Search. When, in 2009, we successfully built new business segments in premium services, this affected our profitability. To safeguard our future growth, it's been important for us to invest in our new business segments and products. In this sense, 2009 was a year of restructuring for Aspiro, with expenses for building our initiatives, while we also incurred rationalization expenses in Mobile Entertainment. The current change process in the company will also set its mark on 2010. Aspiro will invest in Mobile TV, Music and Mobile Solutions, which are the market segments showing growth potential, and where Aspiro is in a good position with world-leading products. These are also the segments, which eventually, will generate profitability for the company, says Gunnar Sellæg, Aspiro's CEO.

Aspiro's History

Aspiro was founded in 1998 on the idea of developing and marketing mobile business and information services for companies on the Nordic market. WAP and the emergence of mobile Internet provided a background, and Aspiro marketed itself as a wireless services company. In 2000, Aspiro started to focus more on mobile entertainment services, and made a series of acquisitions over the next five years, consolidating the Nordic market. Aspiro remains northern Europe's market leader in mobile entertainment, while this market peaked, and in recent years, has been in a downward trend. Rubberduck Media Lab, a Norwegian enterprise delivering mobile TV services to international corporations, was acquired in 2006. This marked the start of Aspiro's re-entry to the business market. Its strategy was clarified in 2008 and 2009, when Mobile Solutions and Music were split from the entertainment side of the company, as two separate units with a B2B focus. Aspiro views 2010 as the last year of its repositioning, when it will take its final steps in this direction.

Business Concept, Goals and Strategies

Business Concept

Aspiro creates and delivers mobile services to consumers and business.

With over ten years' experience of developing and selling mobile services, Aspiro has a unique market position in the Nordic and Baltic regions and has strong relationships with operators, record companies and other media partners. From being a company mainly selling direct to consumers, in the past two years, Aspiro has become stronger in business services. Meanwhile, progress in the mobile sector has moved from low-end services to today's more sophisticated premium services. In Mobile TV, Music and Mobile Solutions especially, we are witnessing profound progress with drivers including more sophisticated handsets and more powerful mobile networks. Read more on this in the section on market trends on page 10.

Vision

Shaping your mobile life.

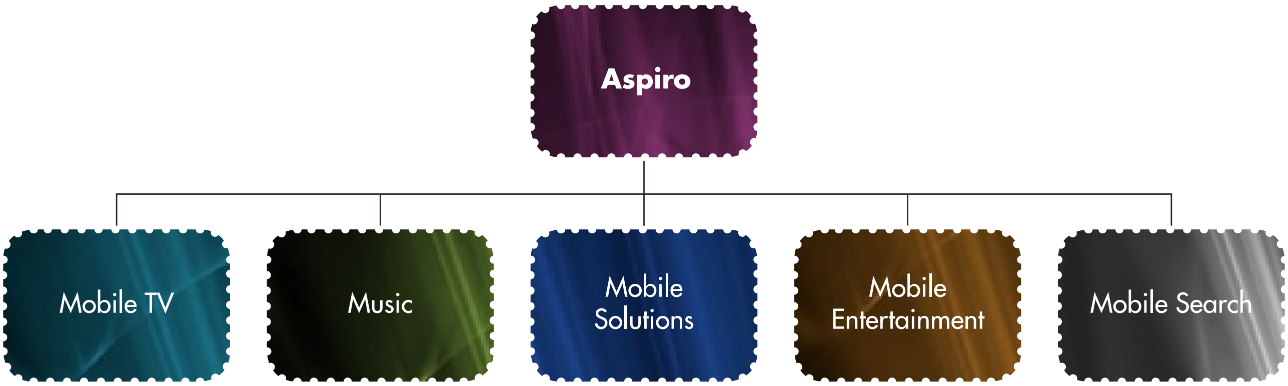
Aspiro will deliver world-class mobile experiences that really make a difference to people's everyday lives. We deliver to consumers and business partners, with a clear focus on quality.

Goals for 2010

Aspiro is continuing to focus on growth in Mobile TV, Music and Mobile Solutions, and will be expanding these initiatives going forward. Market progress in Mobile Entertainment and Mobile Search is negative, which is expected to affect overall growth and earnings. Aspiro is evaluating possible structural measures in Mobile Entertainment.

Goal Statement in Annual Report 2008	Achievement of Goals in 2009
• Aspiro's primary goal for 2009 is continued sales growth.	• Sales for the whole group grew by some 4%.
• The main growth is anticipated in the Mobile Solutions, Mobile TV and Mobile Marketing business segments.	• Mobile Solutions and Mobile Marketing were merged in the year. Sales from external customers in the new entity Mobile Solutions grew by 9% from SEK 111.1 m to SEK 121 m. Sales in Mobile TV grew from SEK 22.5 m to SEK 42.2 m, or 88%. Sales in the new Music business segment also grew, from SEK 18 m to SEK 28.1 m, or by 56%.
• Aspiro's goal is to generate a positive EBITDA excluding its search business in the second quarter 2009. The possibilities of achieving this goal may be affected by the global recession.	• Because the planned sale of Aspiro's search business was blocked by the Norwegian competition regulator, and subsequently by the Norwegian Ministry of Government Administration and Reform, Aspiro revised its goal to generating overall EBITDA of SEK 5-10 m in the second quarter. At SEK 5.2 m, second-quarter EBITDA was on target.

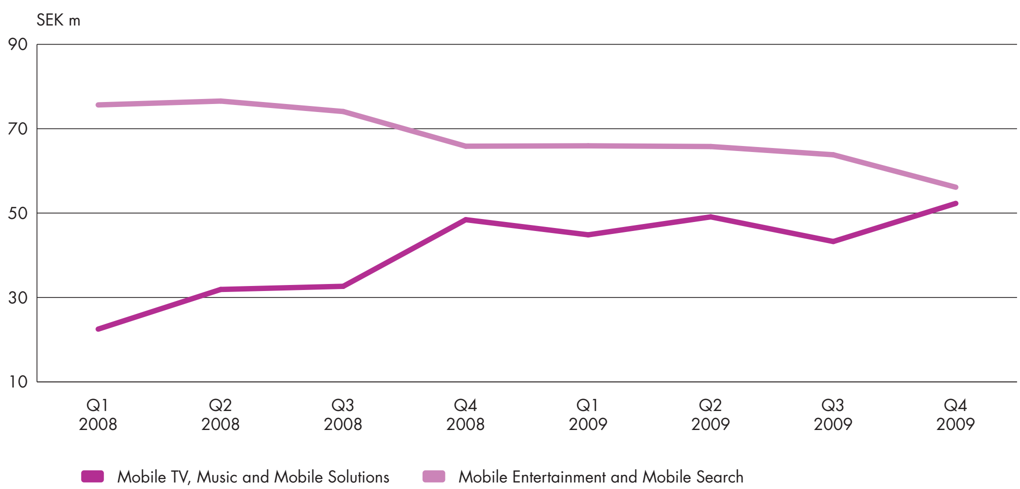
Strategic Orientation



High growth **Growth** **Focus on profitability**

Sales in Mobile TV, Music and Mobile Solutions are in high growth, consistent with Aspiro's strategic orientation. Aspiro will continue to build these business segments. As illustrated by the following graph, at year-end 2009, these segments were almost as large as Mobile Entertainment and Mobile Search. In Mobile Entertainment and Mobile Search, Aspiro is focusing on effective operations and maximum profitability.

External Net Sales by Business Segment, SEK m



Overview of Aspiro's Business Units

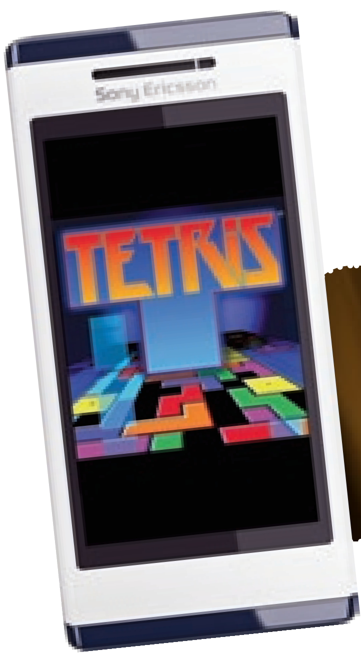
	Mobile TV	Music	Mobile Solutions	Mobile Entertainment	Mobile Search
Business	Development and sale of a complete mobile TV solution to companies that want to deliver services under their own brand.	Development and sale of a complete music solution for streaming and download to companies that want to deliver services under their own brand.	Helps companies exploit the mobile channel to increase sales, cut costs and improve customer loyalty through better communication and dialog.	Buys, markets, sells and delivers mobile entertainment services to consumers through its own or partners' brands and channels.	Delivers text-based paging services.
Services	Mobile TV and video solutions.	Music streaming and downloads.	Basic services like billing/gateway and more complex mobile solutions such as tailoring mobile sites, paying for bus tickets, booking travel, mobile marketing, coupons, voting, competitions and premium rate calls.	Ringtones, mobile greetings, background images, animations, mobile games, call waiting signals, etc.	Text-based directory inquiries services, mainly through the two main Norwegian short numbers, 1985 and 2100.
Customers	Mobile network operators, broadcasters and media corporations like T-Mobile, Telefónica O2, Hi3G, Telenor, MTV and the BBC.	Operators, broadband providers, TV and cable distributors, music distributors and mobile phone producers like Telenor and Platekompaniet. Also direct to consumers in Norway.	Media companies like NRK, TV2, TVNorge, TV3 and SBS. Increasing numbers of conventional companies that want to exploit the potential of the mobile phone as a communication channel.	Consumers and partners like mobile operators and media companies.	Consumers.
Business model	Initial start-up fee, monthly operating fee and volume-based revenue sharing.	Initial start-up fee, monthly operating fee and volume-based revenue sharing.	Initial start-up fee, monthly operating fee, and in certain cases, revenue sharing or transaction-based revenues. Consulting services.	To the consumer: unit sales or subscription model. To partners: revenue sharing based on revenues from the consumer.	Revenue per search.
Market trends	High growth, tracking the development of more sophisticated mobile handsets and faster mobile networks.	Clear growth in digital music and new models driven by streaming services.	Early-phase growth market. More companies discovering the possibilities of mobile communication with new and existing customers.	Declining market for traditional services as premium services gain more focus.	Slow downward trend.
Strategic focus	Aggressive growth strategy on existing and new geographical markets, with the goal of being a major global vendor. Organic growth, potentially supplemented by acquisitions.	Aggressive growth strategy on existing and new geographical markets. Organic growth, potentially supplemented by acquisitions.	Investment phase prioritizing growth. Mobile Solutions will be a Nordic leader in client-specific mobile solutions.	Maintain market position. Focus on operational efficiency.	Maintain market position and focus on operational efficiency.
Goal	High growth.	High growth.	Growth.	Focus on profitability.	Focus on profitability.

Mobile TV

Aspiro delivers mobile TV to Telefónica O2 in Ireland, which offers its customers a mobile TV package with channels like CNN, the BBC, the Travel Channel, Sky Sports and RTE News for compatible handsets from Nokia, Samsung and Sony Ericsson.

Music

Aspiro has had a close partnership with Telenor right from its first ringtone stores to its current streaming service. The first dual download store integrating downloads to mobile phones and computers was launched in 2007. With WiMP, launched in Norway, Telenor has enabled payment for subscriptions in mobile phone bills.



Mobile Entertainment

Aspiro delivers mobile game stores to TeliaSonera, where gamers can buy the world's biggest-selling games like Tetris for their mobile phones. Aspiro delivers a range of functionality to test games, "my page" functionality and a selection of payment methods for users.

The Market for Mobile Services

At the mobile industry's biggest event, the Mobile World Congress in February 2010, Eric Schmidt, CEO of Google said that the sector had now reached the historical point where mobile phone capacity, attractive services and network infrastructure capacity were meeting. LTE, the iPhone, Android and Apps are some of the new developments driving the market forward at record speed. Researchers like Screen Digest estimate that mobile content, and especially mobile TV, video, games and music will grow by 50% globally over the next four years, generating sales of nearly SEK 85 bn.

Infrastructure and Networks—the Advent of LTE and 4G

High-speed networks are a vital precondition for good user experiences of mobile premium services like mobile TV and music. Sector organization UMTS Forum estimates that there are over 500 million 3G users worldwide. The world's first commercial LTE networks were launched in Stockholm and Oslo in late 2009. LTE (Long Term Evolution) is regarded as the next big thing in mobile radio communication en route to fourth-generation mobile communication, or 4G. 4G will offer speeds of some 100 Mbit/s for mobile users and 1 Gbit/s for stationary users. Sector organization the GSA (Global Mobile Suppliers' Association) stated that in February 2010, 59 operators in 28 countries had confirmed that they would be building out LTE. The GSA estimates that up to 22 LTE networks will have been launched by year-end 2010, and 37 by year-end 2012.

Handsets and Operating Systems—Smart Phones in High Growth

The iPhone is the biggest development driver on the mobile market. Apple launched an updated version of its iPhone in the year, the 3GS, and the company doubled deliveries of handsets in the year. The market share for smart phones grew from some 8% in 2008 to over 14% in 2009. 2009 was also the year when Google's Android operating system was released on the market, and new Android-based phones were launched by HTC, Samsung, Motorola and Sony Ericsson. Android's market share grew from 0.5% in 2008 to nearly 4% in 2009. Symbian remains easily the largest operating system on the market, but sales of Symbian-based phones fell sharply, with market share falling some 5 percentage points to 47%. New mobile handsets have faster processors and more memory, larger displays and better resolution, and thus are better equipped to use multimedia content like videos and TV. Researcher IDC estimates smart phone sales at 174 million units in 2009, or some 15% of the overall market of just over a billion mobile phones. But sales of smart phones increased by 39% in the fourth quarter of 2009 and Nokia, Samsung, RIM, Apple, Sony Ericsson, LG and HTC are increasingly investing in advanced handsets.

(Sources: IDC, Gartner Research)

Open Distribution Channels Expand Usage

An important component of mobile services usage is how easy consumers find buying or downloading services. The advent of open distribution channels like Apple's App Store and Google's Android Market meant that it became far easier to download applications to mobile phones in 2009. This means that people can access services like mobile TV and music far faster.

Mobile TV

Research indicates that the general population has not started to watch TV on their mobiles yet. The share of mobile phone owners that have seen mobile TV or video clips at least once is some 5% in countries like Sweden, the US, France and Italy. However, there were several examples of how mobile TV had evolved from being a service for early adopters to reach the wider population in 2009. For example, tailored mobile TV campaigns targeting iPhone users had a hit rate of over 50% in their target groups.

Basically all researchers estimate that the mobile TV and media market will grow robustly. For example, because mobile phones can be used anywhere, and not just at home, Screen Digest estimates that video on demand subscription services have high potential. The company estimates that sales will double over four years, and that the highest growth share will be in 2010. Screen Digest forecasts the number of mobile TV subscriptions doubling over the next three years, to reach to 230 million by year-end 2013, equivalent to global sales of some SEK 15 bn. In 2012-2013, estimates indicate that operators will increasingly offer mobile TV through new LTE networks.

Music

IFPI's Digital Music Report in 2010 estimates that digital music sales grew by 940% from 2004 to 2009, while the music market overall contracted by 30% in the same period. Growth in digital sales from 2008 to 2009 was some 12%, and global sales were over SEK 30 bn. Digital music represented a total of 27% of global music sales, up from 21% in 2008. Forrester Research and Screen Digest estimate music to mobile revenues growing by 25% in the coming years, despite a substantial sales downturn of ringtones, which are also factored into these numbers.

A completely new music streaming market opened up in 2009 through services like Spotify, Deezer, Sky Songs and Rhapsody, where instead of buying tracks and albums per unit, users rent access to a global music archive. With mobile applications for the iPhone and Android, users can also take music with them wherever they go.

Several players, unlike Aspiro, offer advertising-financed music streaming services or target consumers directly. Spotify of Sweden, for example, is best known for its advertising-financed services. Other competitors include We7 of the UK, which operates mainly in the UK, Real Networks of the US, focusing on the US and Deezer of France, which mainly supplies customers on its home market. Apple's iTunes remains the biggest vendor of digital music and download services, and its acquisition of Lala in late-2009 triggered speculation of a potential entry into the streaming market.

Mobile Solutions

The market for mobile services to businesses remains in its infancy, and estimates indicate high growth. In 2009, IBM Research announced that it intends to invest over SEK 700 m in R&D in the mobile segment, mainly in how mobiles can simplify communication between companies and consumers. Market researcher Gartner forecast that mobile payments would be one of the largest mobile applications in 2012. Sector analysts at Screen Digest predict that sales of mobile services excluding voice calls and regular text would double between year-end 2009 and year-end 2013. Apple's App Store is cited as one of the development drivers.

Mobile Entertainment

The mobile entertainment services segment has changed since the introduction of the first monophonic ringtones in the late-1990s. Those services, pioneers of their time, have given ground to new, more sophisticated services like mobile TV and music. Aspiro has chosen to collect its traditional services, like ringtones, mobile games, images, graphics and videos in its Mobile Entertainment business segment, separating new premium services like mobile TV and music into their own business segments. High-end mobile games and ringback tones are segments expected to keep growing on the global market. The market for paid images and graphics on mobiles has contracted in recent years, and is expected to fall further, as consumers increasingly use their own content like images from mobile phone cameras or other free sources. In the same manner, users are also increasingly creating their own ringtones from tracks downloaded to mobiles. The market for mobile entertainment to consumers is strongly regulated, mainly affecting opportunities to sell subscription services profitably.

Mobile Search

The market for text-based directory inquiries is in a slow downward trend. The Norwegian text-based directory inquiries market is estimated at about twice the size of its Swedish counterpart, and significantly larger than the Finnish market. The directory inquiries market was deregulated in the Nordic countries at the millennium, and all channels—manual directory inquiries, text and Internet—are open to competition. A number of companies deliver these services and marketing to consumers has increased in recent years. Apart from Aspiro, Eniro, Opplysningen 1881, Advista AS, Opplysningen 1890 and 1888 Værsågod also advertise on TV and radio in Norway. This market is forecast to continue its slow downward trend.

Human Resources

Aspiro's Human Resources Policy

Aspiro's human resources policy should be based on the laws and contracts that regulate the labor market. The HR policy should also have natural links to the values that underpin the company's actions and decisions. In brief, Aspiro's guidelines are a high ethical standard, clear quality standards, good internal communication and participation, clear responsibility for goals and results, high levels of competence for all staff and well-reasoned competence development, as well as motivation and recognition of efforts.

Highly Qualified Professionals

Aspiro is a genuine knowledge-based business where employee skills are decisive to the company's progress; some 90% of Aspiro's employees are graduates, possessing knowledge of everything from marketing, sales, business development and accounting to Java development, programming, design and traditional/digital advertising production.

Human Capital is Aspiro's Prime Resource

Hiring and retaining high competence in Aspiro's strategic focus segments is a key competitive advantage. Accordingly, the company utilizes a systematic and needs-adapted competence development process, designed to help employees progress with the company so that Aspiro can lead development in the sector. A common induction program, employee satisfaction surveys and individual updates, 360 degree leadership appraisal and monitoring results of operations at group, unit and staff levels are some of the tools employed. Aspiro also endeavors to highlight individual employee efforts.

Organizational Resources—An International Working Environment

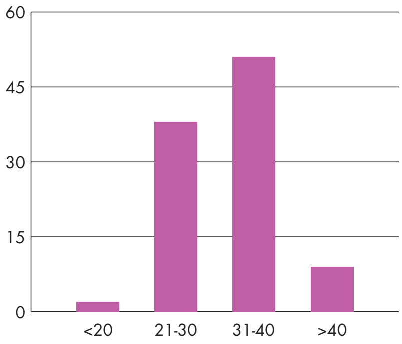
Aspiro had 140 employees at year-end, over half of which, and all the company's management team, are stationed at the operational HQ in Oslo, Norway, where the company's development functions are also located. Apart from marketing resources, the company's accounting function is in Sweden. The company's business segments are organized into separate units to enable growth according to the conditions of individual segments. As far as possible, technology and product purchasing is centrally coordinated, while sales and parts of marketing are at a local level through market offices in Norway, Sweden, Finland, Denmark, Estonia, Latvia, Lithuania and the US. The company has employees from more than 30 different countries and an international working environment. Read more about the company's organization in the corporate governance section on page 29.

Staff turnover was some 12% in 2009. Sickness absence group-wide was 3.09%. No accidents at work occurred.

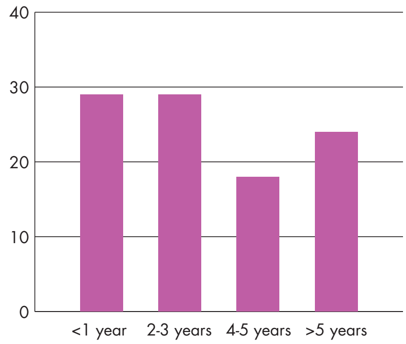
Employee Key Figures	2009	2008	2007	2006	2005	2004	2003
Average number of employees	142	144	156	133	115	65	30
Number of employees at year-end	140	134	134	134	112	59	22
Share of women, %	20	25	18	26	22	35	11
Average age, years	33	34	32	33	33	35	36
Share of graduates, %	90	87	80	81	80	90	88
Average work experience, years	10	11	8	11	10	–	10
Sickness absence, %	3.09	1.70	4.50	3.00	1.98	–	3.92
Staff turnover, %*	12	10	18	11	11	15	23
Net sales per employee, SEK 000	3,108.5	2,955.4	2,595.6	3,367.0	3,546.6	1,992.7	605.2
Value-added per employee, SEK 000	2,646.1	2,512.4	2,107.0	2,715.8	2,874.9	1,642.9	426.6

* Excluding headcount downsizing conducted coincident with acquisitions and restructuring.

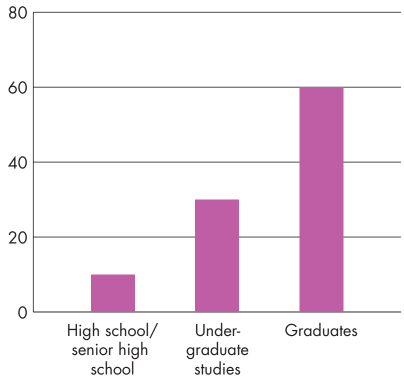
Age Groups, %



Length of Service, %

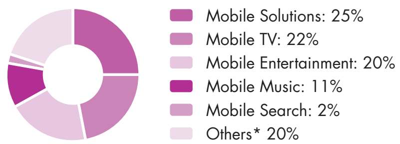


Qualifications, %



Percentage of Women/men

Percentage of Employees by Business Segment



*Finance/Management/Miles Ahead

Percentage of Employees by Country

BICEP—Aspiro's Values

Aspiro will have one clear goal that all employees work towards—to deliver world-class mobile experiences that really make a difference in people's everyday lives, "Shaping your mobile life." The company's values are designed to support this goal. Aspiro's fundamental values are called BICEP—Brave, Innovative, Committed, Enthusiastic and Playful.

Brave

Aspiro aims to lead the market in existing segments, while also entering new markets and creating new products. This necessitates quality at all stages, and means that Aspiro must always be prepared to challenge and question its own organization, suppliers, partners, customers and competitors. That's when bravery is needed.

Innovative

Rapid technological progress on the mobile phone market sets high standards for innovation and flexibility. To satisfy customer needs and realize dreams, everyone at Aspiro needs to be creative and inventive—innovation is vital to our survival.

Committed

Aspiro is a market leader, and thus aims to lead development in its sector. Moreover, the company's customers demand that everything we deliver has the highest quality—and is delivered on time. Aspiro's employees always endeavor to do that bit extra and take responsibility for the company's results. Aspiro keeps its promises.

Enthusiastic

Aspiro believes that enthusiasm is an important motivator, internally and externally. That's why everyone at Aspiro endeavors to demonstrate pride in their company and products, while celebrating success together. Aspiro has a lot of skilled professionals, filled with enthusiasm for the company's products, services and shared progress.

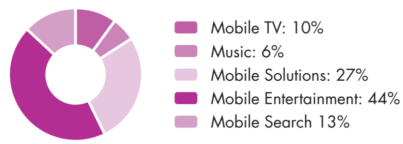
Playful

Aspiro delivers entertainment—so it's obvious that all our people should dare to be playful and live for entertainment. Aspiro encourages its people to have fun at work, and managers should have the ambition of creating surprises and a playful environment. This enhances well-being, while playfulness often results in someone coming up with a new solution that contributes to innovation.

Operations

Aspiro has evolved from being an enterprise selling ringtones, games and mobile fun to consumers into a fully fledged vendor of premium services to network operators and media corporations. Aspiro is a world leader in mobile TV and has unique status as the world's only vendor of streamed TV and music. Aspiro also remains a market leader in traditional entertainment services, and has a strong position in search services in Norway through text-based directory inquiries. Aspiro's long-term experience of the mobile sector also enables it to offer expertise to corporations that want to capitalize on the mobile channel. Whether doing business or communicating with end-customers, with its portfolio of business services, Aspiro can partner with these companies.

Aspiro's External Sales by Business Segment in 2009



Aspiro's Sales by Country in 2009

Key Figures	2009	2008	2007
Net sales, SEK m	441.4	425.6	404.9
EBITDA, SEK m	0.03	30.2	29.1
Profit/loss after tax, SEK m	–13.7	–206.4	7.7
Earnings per share, SEK	–0.07	–1.08	0.05
Cash and cash equivalents, SEK m	57.9	92.4	73.6
Cash flow from operating activities before changes in working capital, SEK m	9.5	26.3	26.5

Sales and Earnings by Business Segment 2009 (2008)	Net Sales	Earnings Net of Direct Expenses	EBITDA
Mobile TV	42.2 (22.5)	39.8 (19.7)	–8.0 (–1.1)
Music	28.1 (18.0)	8.6 (2.7)	–9.0 (–10.6)
Mobile Solutions	299.2 (305.1)	32.8 (25.8)	–13.0 (–9.4)
Mobile Entertainment	195.6 (219.9)	99.3 (106.6)	33.2 (33.4)
Mobile Search	56.1 (58.9)	38.5 (46.2)	33.3 (43.3)
Eliminations/unallocated	–179.8 (–198.9)	8.0 (17.1)	–36.5 (–25.4)

Sales and Earnings by Country, SEK m 2009 (2008)	Net Sales	Earnings Net of Direct Expenses
Norway	249.1 (244.7)	130.0 (132.8)
Sweden	49.0 (55.2)	33.7 (42.7)
Denmark	24.1 (15.4)	4.3 (3.0)
Finland	16.8 (21.6)	3.7 (8.4)
Baltics	63.7 (69.5)	16.2 (13.8)
Other	38.7 (19.2)	39.1 (17.3)

Sales and Earnings per Business Segment 2007-2009

SEK m	Q4 2009	Q3 2009	Q2 2009	Q1 2009	Q4 2008	Q3 2008	Q2 2008	Q1 2008	Q4 2007	Q3 2007	Q2 2007	Q1 2007
Net Sales												
Mobile TV	13.1	11.9	10.7	6.5	7.0	5.2	5.8	4.5	4.4	4.0	3.3	2.0
Music	7.1	7.1	8.0	6.0	4.7	5.1	5.0	3.2	–	–	–	–
Mobile Solutions	78.1	71.1	73.3	76.7	79.5	76.8	78.8	70.0	67.8	68.3	67.2	63.3
Mobile Entertainment	42.4	49.3	51.2	52.8	51.9	52.2	55.6	60.2	72.5	68.4	62.8	67.9
Mobile Search	13.7	14.6	14.6	13.2	13.9	16.8	16.0	12.2	14.3	16.5	15.7	13.4
Elinimations/unallocated	–46.4	–47.3	–43.6	–42.7	–43.3	–49.2	–55.3	–51.1	–51.2	–55.7	–50.5	–49.5
Earnings Net of Direct Expenses (net sales less expenses for purchased content. advertising and revenue sharing)												
Mobile TV	12.5	11.0	10.3	5.9	6.2	4.7	5.1	3.7	2.9	3.6	3.1	1.8
Music	2.3	3.1	2.6	0.6	0.7	0.7	0.7	0.6	–	–	–	–
Mobile Solutions	6.3	8.5	9.2	8.8	7.2	7.4	6.1	5.1	4.2	4.9	3.0	3.9
Mobile Entertainment	22.0	26.5	26.5	24.4	24.3	24.5	28.7	29.1	37.8	26.9	27.4	23.0
Mobile Search	8.6	10.4	9.2	10.3	8.5	14.4	15.3	8.0	9.8	11.9	12.3	12.2
Elinimations/unallocated	1.4	–1.6	–0.9	9.2	9.1	2.8	1.6	3.6	0.1	–0.7	1.4	3.6
EBITDA												
Mobile TV	–3.9	–0.5	0.5	–4.1	–0.3	–0.4	0.3	–0.7	–2.7	0.9	0.2	–0.9
Music	–3.1	–0.6	–1.4	–3.8	–3.6	–2.3	–2.3	–2.4	–	–	–	–
Mobile Solutions	–4.8	–3.4	–2.2	–2.7	–4.6	–1.7	–1.1	–2.0	–3.0	–1.1	–1.8	–1.1
Mobile Entertainment	4.0	11.4	10.4	7.6	8.9	6.9	8.5	9.1	16.3	11.2	10.7	5.2
Mobile Search	7.2	9.2	7.5	9.4	9.1	13.7	14.0	6.6	8.2	9.7	11.0	11.5
Elinimations/unallocated	–7.8	–9.1	–9.6	–10.1	–4.1	–7.2	–7.9	–6.3	–15.0	–10.3	–10.0	–9.9

Business Segments by Country

Country	Mobile Entertainment	Mobile Solutions	Mobile TV*	Music	Mobile Search
Norway	■	■	■	■	■
Sweden	■	■	■	■	■
Denmark	■	■	■	■	
Finland	■	■			■
Baltics	■	■	■		
US			■	■	

* Mobile TV operates globally with collaboration partners worldwide.

Mobile TV

Operations
The Mobile TV business segment consists of Aspiro's wholly owned subsidiary Rubberduck Media Lab, which develops and sells complete mobile TV solutions.

Business Model
When a customer purchases a mobile TV service, it pays a start-up fee, followed by a monthly fee, and thirdly, revenues are shared on the basis of how many viewers the service attracts.

Content Providers
Aspiro purchases content from broadcasters and aggregates it for partners that want to offer mobile TV to their customers. Aspiro holds the rights to content from a raft of global providers like the BBC, Disney Channel, CNN, CNBC and Turner. Aspiro performs all administration for customers with their own content agreements.

Brands
Rubberduck is Aspiro's mobile TV brand and Aspiro subsidiary Rubberduck Media Lab also sells its content management system called studio:1 to customers that want to manage their mobile TV offerings themselves. A white label service is delivered to partners, who can then apply their own branding.

Customers
Aspiro delivers mobile TV to network operators, broadcasters and other media companies worldwide including T-Mobile, Telefónica O2, Telenor, 3, Entel, Viasat, Elisa, Deutsche Welle, Thumbplay, MTV and the BBC.

Market and Competitors
The mobile TV market is in high growth with the primary driver being sales of new mobile phone models like the iPhone and Google Android, which with their large displays, are suitable for TV viewing. Increasingly fast network connections are also helping improve the reception and images of broadcasts. The launch of client applications on these mobile phones meant that it became even easier for consumers to watch TV and switch channels on their mobile phones in 2009. Aspiro primarily delivers mobile TV to partners that want to brand the service themselves. There are few global competitors in this segment, but there are many local providers that operate in one or a few countries. These local providers often partner with multinational technology vendors like Vantrix or Alcatel Lucent. Other mobile TV providers include Mobi-TV, which delivers direct to consumers, Ericsson, which has a more technology-oriented tailored solution, Qualcomm and Quickplay. Read more about the market for mobile TV on page 10.

Progress in 2009
Sales in Mobile TV grew by SEK 19.7 m or 88% between 2008 and 2009. The combination of better user-friendliness and attractive content, like live sport, meant viewer ratings for several Aspiro customers increasing many times over. Total viewer ratings, or the number of streamed sessions through Aspiro's servers, rose by 75% in the year. A high share of growth relates to the launch of the new app for the iPhone 3GS, which was developed in the first half-year and topped the iTunes App Store download list on several markets in late-summer. New agreements worth over SEK 75 m over two to three years were signed in 2009, with new services launched for customers including T-Mobile in Germany and Austria, Telefónica O2 in Ireland, Entel in Chile, Tele2 in Latvia and RTV in Slovenia. Rubberduck Media Lab received a Red Herring award as one of the world's most innovative companies.

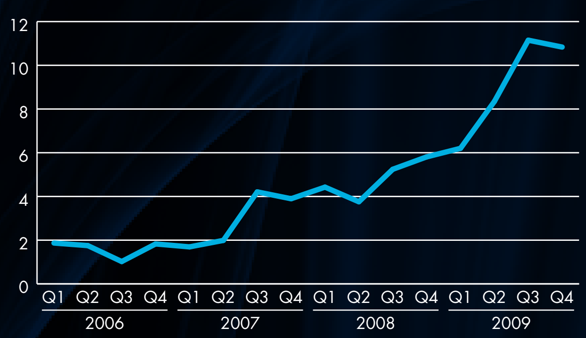
Future
New mobile phones and networks are driving increased usage and mobile TV is moving up the agendas of operators and media companies. Aspiro anticipates high growth through extra sales to existing customers and new agreements on current and new markets.

Yearly Sales and Earnings

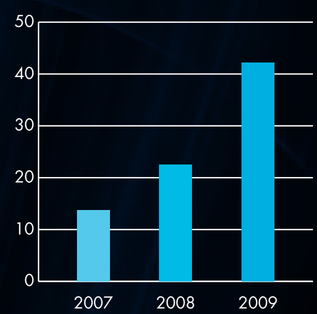
SEK m	2009	2008	2007
Net sales	42.2	22.5	13.7
Earnings net of direct expenses	39.8	19.7	11.4
EBITDA	–8.0	–1.1	–2.5

Multinationals like T-Mobile, Telefónica O2 and Telenor rely on Aspiro for their mobile TV offerings. Aspiro takes care of the whole process right from content agreements to aggregating, hosting and delivery.

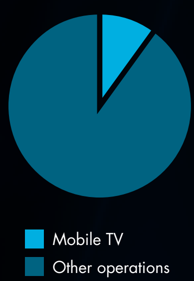
Number of Streamed Sessions, Millions



Net Sales, SEK m



Share of Aspiro's Sales



Music

Operations
Aspiro Music develops and delivers digital music solutions that allow users to listen to music directly on the Internet, or to download tracks and albums to their computers or mobile phones. First and foremost, these solutions are sold to partners such as operators, broadband providers, cable TV companies and other parties that distribute the service themselves. Aspiro can manage the whole music store for its partners, right from technology development and daily content management to agreements with record companies and rights organizations, as well as statistics and reporting.

Business Model
Partners that purchase a music store pay a start-up fee and monthly operating fee. Aspiro's music streaming solution is a subscription service for end-customers, with revenues then shared between a number of players like Aspiro's partners, record companies and the rights holder. The customer pays a unit price for downloading tracks or albums and the revenues are shared correspondingly.

Content Providers
Aspiro collaborates with multinational and local record companies, and content providers such as Universal Music, Sony Music, EMI, Warner Music, Phonofile, Arts Pages, IODA, The Orchard, Beggars Group, Naxos, and Vidzone.

Proprietary Brands
Alongside Platekompaniet, Aspiro offers its music streaming solution under the WiMP brand in Norway. Aspiro delivers mainly via partners, who purchase a music store, which they then brand themselves. Partners can also choose to use the WiMP brand.

Customers
Aspiro delivers music stores for download and streaming to customers including Telenor, Platekompaniet, Universal and a US customer. Norway is an exception to Aspiro's music strategy, where it also has end-customer positioning through a joint venture with retail chain Platekompaniet.

Market and Competitors
While the market for physical music sales has been contracting for several years, the market for digital music remains in growth. The industry has been combating piracy for several years and illegal file-sharing remains a major competitor to digital music sales. In 2009, Spotify launched its music streaming service, thereby helping open the market for this type of service, radically transforming the way people consume music. Instead of downloading and buying single tracks and albums per unit, customers can choose to rent access to a global music archive. Aspiro launched its service in early-2010. Competitors in the segment include We7 in the UK, Rhapsody, which focuses on the US, Spotify, which mainly supplies consumers and Omniphone. Read more about the market for music on page 10.

Progress in 2009
Sales in Music increased by SEK 10.1 m, or 56% between 2008 and 2009, mainly due to increased sales in Aspiro's download stores. Aspiro started to report Music as a separate business segment from the first quarter of 2009, separate from Mobile Entertainment, which it was previously part of. The background was development of Aspiro's new streaming service, which was completed in the year. The beta version of the solution was launched in Norway in the first quarter alongside Norway's largest music retail chain Platekompaniet and the operator Telenor. A joint venture was incorporated with Platekompaniet for the launch to end-customers. The service was intended for launch before year-end but was delayed by negotiations between Aspiro, Aspiro's distribution partners and record companies. The service was launched in Norway in February 2010 and in Denmark in April 2010. In 2009, Aspiro also signed an agreement with a US partner to license its music streaming technology.

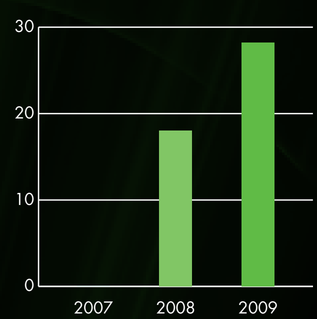
Future
Aspiro anticipates high growth through sales of music streaming services in Norway and new markets.

Sales and Earnings

SEK m	2009	2008	2007
Net sales	28.1	18.0	–
Earnings net of direct expenses	8.6	2.7	–
EBITDA	–9.0	–10.6	–

Aspiro delivers a fully integrated music solution for streaming for PCs, Macs, Linux and mobile phones. Its customer base includes operators, broadband providers and record companies, who can provide their end-users with access to a global music archive quickly and easily.

Net Sales, SEK m



Share of Aspiro's Sales

Mobile Solutions

Operations
Mobile Solutions offers communication, interactivity and sales services to business through mobile phones. Aspiro's products and solutions help companies exploit the mobile channel to increase sales, cut costs and enhance customer loyalty through better communication and dialog.

Business Model
Aspiro's customers usually pay a start-up fee for the service, followed by a monthly or transaction-based fee. In some cases, services can also be based on revenue sharing. Most services are low-margin billing and gateway services, where Aspiro provides a channel for companies and other organizations to receive payment via text or pay calls. The business segment also offers consulting services, where Aspiro uses its expertise to assist companies on mobile strategies and mobile advertising services, where payment is per campaign, per click or per transaction.

Customers
Mobile Solutions' largest customers are internal, i.e. Mobile Entertainment and Mobile Search, which uses mobile solutions for billing and gateway in Norway. Internal sales are eliminated at the group level within Aspiro, see page 14. Mobile Solutions' external customer base primarily consists of large media companies, although other types of business are also on the increase. Aspiro delivers to companies including NRK, TVNorge, mBlox, Sanoma, SBS Radio AB, Aftonbladet, Aftenposten, VG, Stabburet, P4 Norge, TV3 Norway and TV3 Latvia, Finn.no, Media Market, TMG Global and Wideroe.

Market and Competitors
The market for mobile business services remains in its infancy but has high growth potential through channels including mobile payment, marketing and dialog. With its long-term experience and strong position in northern Europe, Aspiro has a secure foundation for growth on this market. Its prime competitors are Ericsson IPX, Unwire, Netsize and MobileTech. Read more about the market for mobile business services on page 10.

Progress in 2009
While total sales for Mobile Solutions reduced by some SEK 6 m between 2008 and 2009, external sales grew by some SEK 10 m. Mobile Solutions manages billing and gateway for the Mobile Entertainment and Mobile Search business segments in Norway, and internal sales from these units reduced.

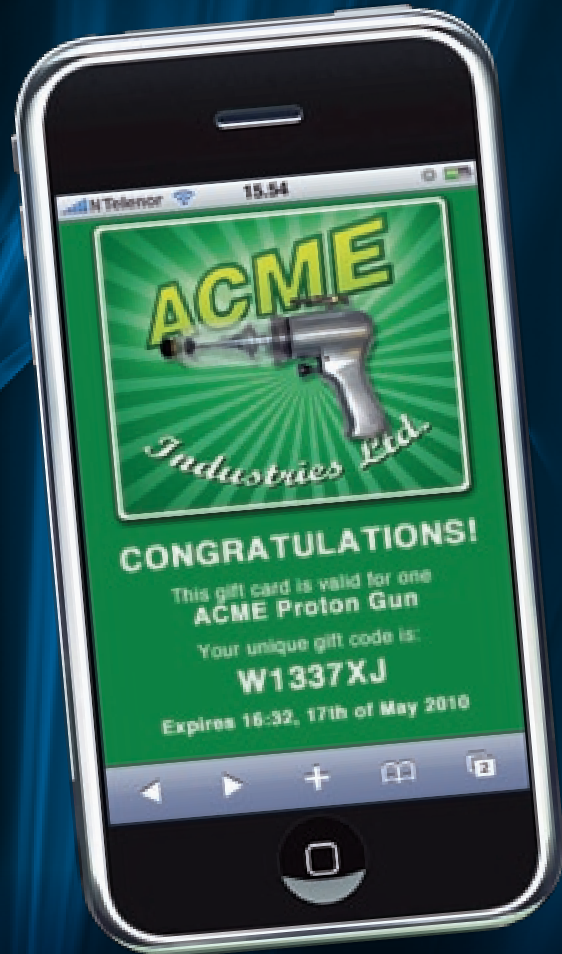
Regulatory changes, applying to the interactive TV content Aspiro manages for TVNorge and TV3, also affected sales to external customers, primarily in the first quarter.

Aspiro decided to merge the Mobile Solutions and Mobile Marketing business units in the year, whose operations were increasingly overlapping and thus had potential for synergies. Aspiro signed new agreements with TMG Global, Finnish newspaper *Iltalehti*, Finnish media house Sanoma, mobile services provider mBlox and a raft of smaller-scale agreements. Aspiro also extended its partnership with TVNorge relating to new interactive services in the second quarter. Direct connections were established with all Danish operators, which means Aspiro now has direct connections with all the operators in the Nordic and Baltic regions. Norwegian company Apparat AS, which had sales of some SEK 6 m in 2008, was acquired. Aspiro enhanced its product offering in mobile interactivity, dialogue and payment services.

Future
Aspiro sees high potential and will be investing primarily in sales and ticketing solutions, coupons and services for dialogue and payment for the public sector in 2010. It anticipates growth from external customers, while internal sales reduce.

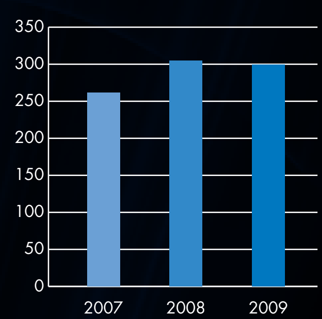
Key Figures

SEK m	2009	2008	2007
Net sales	299.2	305.1	261.8
Earnings net of direct expenses	32.8	25.8	12.3
EBITDA	–13.0	–9.4	–6.4



Ticketing solutions, coupons and dialogue solutions for public activities are some of the services in high growth. Aspiro delivers to all types of company and operation, from small-scale campaigns to long-term partnerships on mobile payment solutions.

Net Sales, SEK m



Share of Aspiro's Sales

Mobile Entertainment

Operations
The business segment purchases, markets, sells and delivers mobile entertainment services like ringtones, call waiting tones, images, animations and mobile games to consumers through its own or partners' brands and channels.

Business Model
Products are sold to end-customers on a unit or subscription basis. Sales are mainly through advertising, and Aspiro's proprietary Internet and mobile web channels. Normally, access via partners is through revenue sharing, with Aspiro and the partner that owns the entertainment store sharing revenues from sales.

Content Providers
Aspiro partners with a series of multinational and local record companies and content providers like Sony Music, EMI, Universal Music, Warner Music, Electronic Arts, Glu, THQW, Real Networks, iPlay, Sony Pictures, Gakk Media, Warner Bros, Disney and Vidzone so it can offer ringtones, call waiting tones, mobile games, graphics and videos.

Proprietary Brands
Aspiro sells mobile entertainment through proprietary brands like Inpoc, Boomi, Cellus, MyMob and Mobilskotten through press advertising and its own Internet or mobile web pages. Operators or media partners can select Aspiro's brands or put their own brand on stores.

Mobile Entertainment's Customers
Aspiro delivers mobile entertainment mainly to operators and media companies such as Telenor, TeliaSonera, TDC, Tele2 and NetCom. Aspiro also has significant end-customer positioning on the Nordic and Baltic markets.

Market and Competitors
In its status as the Nordic and Baltic market leader over the past ten years, Aspiro has accumulated unique experience and awareness of purchasing and mobile user behavior and mobile technology. The global market for traditional entertainment products is in a downward trend, as partners and consumers become more interested in premium services like TV and music on mobile phones. Meanwhile, this is also a market with high synergy potential, which is why Aspiro consolidated the northern European market through acquisitions during the 2000s. Aspiro is also evaluating other structural possibilities in 2010. Its largest competitors include Buongiorno, Zed, Fox Mobile (Jamba), Thumbplay and Motricity. Read more about the market for Mobile Entertainment on page 10.

Progress in 2009
Sales in Mobile Entertainment fell by SEK 24.3 m between 2008 and 2009. The reduction mainly relates to media partners and operators, who no longer market traditional services to the same extent but are increasingly choosing to focus on higher-end services like music and mobile TV. Increased market regulation is also resulting in reduced sales, and Aspiro chose to close unprofitable channels, mainly in print media. This move, and rationalizing its organizational resources, produced improved relative profitability. Despite a sales downturn of over SEK 24 m, Aspiro maintained EBITDA between 2008 and 2009. Aspiro reduced staffing significantly on 2008, with measures including relocating duties from Denmark and Sweden to Norway.

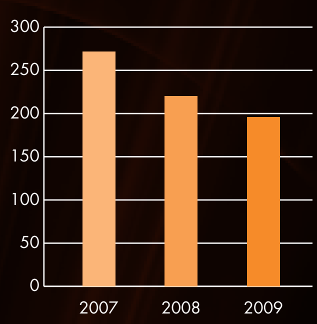
Future
The sales downturn from media partners and proprietary channels tracked changing demand from the market. The business segment is focusing on profitability and efficient operation.

Key Figures

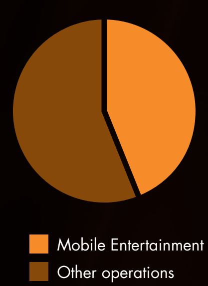
SEK m	2009	2008	2007
Net sales	195.6	219.9	271.5
Earnings net of direct expenses	99.3	106.6	119.5
EBITDA	33.2	33.4	43.4

Aspiro tailors and delivers images, animations games and ringtones for mobile phones. Sales are through proprietary brands and partners with advertising in popular publications like Hänt Extra and Se och Hör.

Net Sales, SEK m



Share of Aspiro's Sales



Mobile Search

Operations
Aspiro delivers paging services and has had very secure positioning in text-based directory inquiries in Norway for about the last five years. The company's primary short numbers are 1985 and 2100. Aspiro also offers smaller-scale services on the Swedish and Finnish markets through short numbers 118003 in Sweden and 16556 in Finland.

Business Model
End-customer positioning with consumers paying per search.

Content Providers
Aspiro has agreements with content providers on the phone number databases used for directory inquiries services.

Brands
Aspiro's Norwegian short numbers 2100 and 1985 are also brands marketed through a range of radio and TV campaigns, events and Internet marketing such as blogs, and through direct marketing.

Customers
End-customer positioning.

Market and Competitors
The market for text-based directory inquiries is in a slow downward trend, and Aspiro is rated as the second-largest supplier in Norway after Opplysningen 1881. The Swedish and Finnish markets are significantly smaller, and accordingly, Aspiro's operations are very limited. The market features intense competition and aggressive marketing is required. Read more about the market for search services on page 10.

Progress in 2009
Sales in Mobile Search have been in a slow downward trend over the past three years. The number of searches has reduced, while pricing has risen. In the year, Aspiro marketed the short numbers 1985 and 2100 to consumers through a range of TV and radio campaigns, event campaigns in various cities in Norway and social media. The directory inquiries market features intense competition and aggressive marketing, which require focus and resources. In the fourth quarter, Aspiro decided to close down its 'Who's calling' service and the web site www.folk.no to focus exclusively on text-based directory inquiries.

Aspiro is evaluating structural possibilities in Mobile Search, but in 2009, the planned sale of the unit to Opplysningen 1881 was blocked by the competition regulators, and finally by the Norwegian Ministry of Government Administration and Reform.

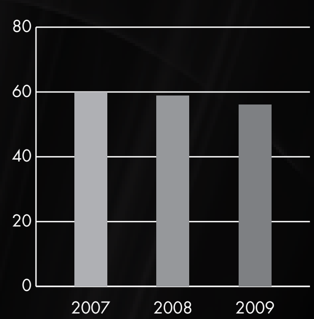
Future
Weak downward sales trend, focus on profitability.

Key Figures

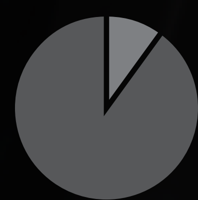
SEK m	2009	2008	2007
Net sales	56.1	58.9	59.9
Earnings net of direct expenses	38.5	46.2	46.3
EBITDA	33.3	43.4	40.4

Aspiro delivers directory inquiries mainly in Norway through two major short numbers 2100 and 1985. Customers get quick and easy answers to who's called them or the number of the person they want.

Net Sales, SEK m



Share of Aspiro's Sales



Mobile Search

Other operations

Stock and Stockholders

Aspiro's Stock

Aspiro is a small-cap company listed on Nasdaq OMX Nordic Exchange in Stockholm. Aspiro's stock has been listed on the Stockholm Stock Exchange since 2001. The stock code is ASP and it is in the Internet & Software Services segment (ID 45101010). A trading lot is 5,000 shares. At year-end 2009, the stock price was SEK 1.90 and total market capitalization was some SEK 362 m. The high in 2009 of SEK 2.23, was on 8 December. The low of SEK 0.92 was on 6 March and 10 March. Some 43 million shares were traded in 2009, averaging some 3 million per month. A total value of SEK 64 m of Aspiro stock was traded in 2009. The rate of turnover was 23%.

Share Capital History

As of 30 December 2009, Aspiro's share capital was SEK 190,538,115, divided between 190,538,115 shares. Each share gives equal entitlement to participation in Aspiro's assets and earnings and entitles the holder to one vote. Upon full exercise of outstanding warrants, the number of shares could increase to 200,538,115.

Stock Option Plans

Aspiro has outstanding staff stock option plans for the CEO, senior executives and other key Aspiro staff.

The AGM 2005 resolved on a stock option plan involving 10,000,000 staff stock options, of which 7,900,000 were granted. One-third of these options could be exercised each year from May 2006 to May 2008, both dates inclusive. Each staff stock option entitled the holder to receive one warrant for immediate subscription for one newly issued Aspiro share at an exercise price of SEK 3.77. The final subscription date for this plan was 30 May 2008.

The AGM 2006 resolved to issue 2,100,000 staff stock options as a supplement to the plan resolved in 2005. 2,000,000 of these stock options have been granted. One-third of these options could be exercised per year between July 2007 and August 2009, both dates inclusive. Each staff stock option entitled the holder to receive one warrant for immediate subscription for one newly issued Aspiro share at an exercise price of SEK 4.44.

The AGM 2007 resolved to issue 1,800,000 staff stock options as a supplement to the plan resolved in 2005. 1,550,000 of these stock options have been granted. One-third of these options could be exercised per year between May 2008 and May 2010, both dates inclusive. Each staff stock option entitled the holder to receive one warrant for immediate subscription for one newly issued Aspiro share at an exercise price of SEK 2.88.

The AGM 2008 resolved to issue 5,000,000 staff stock options. Half of these options can be exercised from 30 June 2009 onwards and the remaining half on 30 June 2010. Each staff stock option entitles the holder to receive one warrant for immediate subscription for one newly issued Aspiro share at an exercise price of SEK 1.76. Staff granted options in this plan simultaneously surrendered the right to exercise staff stock options from previous plans, which means that all previously issued staff stock options have expired.

The staff stock option plan resolved at the AGM 2008 was the first part of a three-year stock option plan. The AGM 2009 resolved on the second part of the stock option plan, the stock option plan 2009/2011, involving the issue of another 5,000,000 staff stock options, mainly consistent with the terms of the staff stock option plan 2008/2010 with the addition of a performance requirement regarding the company's net sales. These options can be exercised from the AGM 2010 to 30 June 2011, both dates inclusive. Each staff stock option entitles the holder to receive one warrant for immediate subscription for one newly issued Aspiro share at an exercise price of SEK 1.30.

10 million warrants are being retained by group companies for the correct fulfillment of the company's obligations in the staff stock option plan.

Expenses for stock options are reported pursuant to IFRS 2. The fair value of options at issuance is calculated according to the Black & Scholes general model for valuing options without restatement for potential dilution. The expenses are allocated on a straight-line basis over the term of the options. Provisioning for social security expenses is based on the fair value of options at each reporting date, pursuant to statement UFR 7 IFRS 2 on social security expenses for listed companies from RFR. (Rådet för finansiell rapportering, the Swedish Financial Reporting Board).

The purpose of the staff stock options is to provide senior executives of the company and key staff with an incentive whereby they are offered the opportunity to participate in value growth of the company's stock. This is expected to enhance interest in the company's progress, and its stock price performance, and to stimulate continued loyalty to the company through the coming years. The option plan is also expected to contribute to the Aspiro group being able to hire and retain competent staff.

Upon full exercise of all outstanding warrants, share capital could increase by a maximum of SEK 10 m, or some 5% of the company's share capital after the increase.

There are no rights to renegotiate the terms of the stock option plans. However, Aspiro is entitled to amend the option terms if required due to legislation, court rulings or regulatory decisions, or if other practical reasons make it expedient or necessary, and the rights of option holders are not impaired in any way.

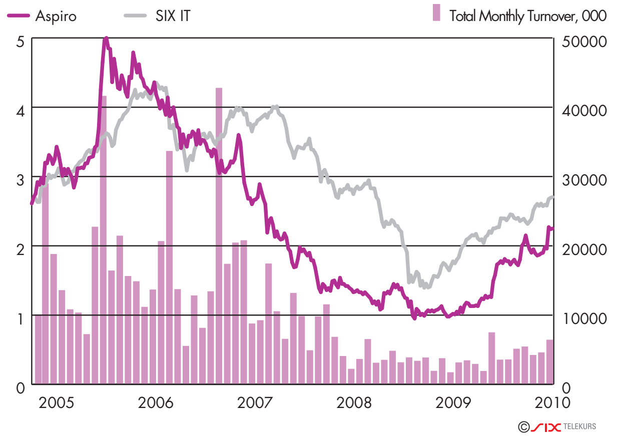
Read more about the company's stock option plans in note 4. Comprehensive information on Aspiro's outstanding stock option plans is available at the company's website, www.aspiro.com.

Stockholders

Aspiro had 6,690 stockholders on 30 December, of which 286 were foreigners. At the end of the period, 71% of stockholders were men, 21% women and 8% were legal entities, whose holdings corresponded to 81% of the share capital. 92% of stockholders were natural persons domiciled in Sweden, with holdings corresponding to 19% of the share capital. Swedish finance corporations and institutions held 12%, interest groups held 0%, the public sector 0% and other Swedish companies 8% of the share capital. 39% of the share capital is held by stockholders domiciled in Sweden, 54% in the rest of the Nordic region and 6% in the rest of Europe. The largest stockholders and their holdings as of 30 December are stated in the table to right.

Dividends

Aspiro held cash and cash equivalents of some SEK 57.9 m at year-end. The Board has defined an expansive strategy including initiatives in new business segments, geographical markets and complementary corporate acquisitions intended to ensure the company's growth, profitability and dividend capacity for the longer term. At present, Aspiro has limited distributable capital and is active on a fast-changing market, where at present, the capital requirement to execute the strategy is uncertain. Accordingly, the Board has decided to propose to the AGM that no dividend is payable for the financial year 2009. Assuming continued positive progress of the company and that planned expansion can be conducted in a balanced manner, from the dividend policy formulated at that time, it may to be possible to start paying dividends to the company's stockholders in a few years' time.



Largest Stockholders as of 30 December 2009

Stockholder	No. of Shares	Votes (%)
SEB Enskilda Securities Oslo	47,879,772	25.13
Schibsted	37,772,222	19.82
Orkla ASA	9,490,000	4.98
Investra ASA	8,000,000	4.20
Avanza Pension	6,178,806	3.24
Swedbank Robur fonder	4,001,365	2.10
Nordnet Pensionsförsäkring AB	3,833,943	2.01
DnB Nor Bank ASA	3,278,927	1.72
Antech Alliance Inc	3,264,200	1.71
Länsförsäkringar fondförvaltning AB	3,256,000	1.71
Other stockholders	63,582,880	33.37
Total	**190,538,115**	**100.00**

Source: Euroclear, VPC

Stockholder Statistics as of 30 December 2009

Holding	No. of Stockholders	No. of Shares	Holding/ votes (%)
1-500	2,859	408,064	0.21
501-1,000	865	747,237	0.39
1,001-5,000	1,600	4,812,460	2.53
5,001-10,000	576	4,957,947	2.60
10,001-15,000	135	1,791,917	0.94
15,001-20,000	190	3,659,192	1.92
20,001-	465	174,161,298	91.40
Total	**6,690**	**190,538,115**	**100.00**

Share Data	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
Basic and diluted earnings per share, SEK	–0.07	–1.08	0.05	0.26	0.11	–0.89	–4.96	–463.86	–700.00	–630.00
Equity per share, SEK	1.51	1.53	2.63	2.56	2.32	1.57	1.96	15.85	489.10	1,191.80
Equity per share, inc. potential shares, SEK	1.43	1.46	2.46	2.42	2.21	1.55	1.95	15.69	480.17	1,115.94
Cash flow per share from operating activities, SEK	–0.08	0.18	0.08	0.25	0.37	–0.27	–4.44	–212.74	–546.46	–773.49
Dividend, SEK	–	–	–	–	–	–	–	–	–	–
Adj. closing stock price at year-end, SEK	1.90	1.04	1.35	3.22	4.42	2.61	2.33	15.59	68.60	–
Ave. number of outstanding shares, 000	190,538	190,538	190,538	190,041	169,994	67,658	8,837	450	257	209
Ave. number of outstanding shares and potential shares, 000	199,013	201,441	202,765	200,584	176,303	68,176	8,876	456	275	227
Shares at year-end, 000	190,538	190,538	190,538	190,538	189,538	108,962	26,503	490	430	250

Share Capital History

Year	Transaction	Quotient Value, SEK	Change in Share Capital, SEK	Total Share Capital, SEK	No. of New Shares	Total No. of Shares
1998	Incorporation	1.00	50,000	50,000	50,000	50,000
1998	Bonus issue	1.00	50,000	100,000	50,000	100,000
1999	New issue	1.00	50,000	150,000	50,000	150,000
1999	Split 10:1	0.10	–	150,000	1,350,000	1,500,000
1999	Bonus issue	0.10	350,000	500,000	3,500,000	5,000,000
1999	New issue	0.10	250,000	750,000	2,500,000	7,500,000
2000	New issue, acquisition	0.10	17,613	767,613	176,130	7,676,130
2000	New issue, acquisition	0.10	3,386	770,999	33,855	7,709,985
2000	New issue, acquisition	0.10	6,000	776,999	60,000	7,769,985
2000	New issue, acquisition	0.10	467	777,465	4,668	7,774,653
2000	Split 5:1	0.02	–	777,465	31,098,612	38,873,265
2000	New issue	0.02	77,747	855,212	3,887,327	42,760,592
2000	New issue, acquisition	0.02	122,253	977,465	6,112,673	48,873,265
2000	Option redemption	0.02	23,012	1,000,477	1,150,578	50,023,843
2001	New issue, acquisition	0.02	600,000	1,600,477	30,000,000	80,023,843
2001	Option redemption	0.02	116,000	1,716,477	5,800,000	85,823,843
2001	New issue, acquisition	0.02	4,279	1,720,756	213,968	86,037,811
2002	New issue, acquisition	0.02	239,240	1,959,996	11,962,000	97,999,811
2003	New issue	0.02	11,759,977	13,719,974	589,998,866	685,998,677
2003	New issue, acquisition	0.02	1,400,000	15,119,974	70,000,000	755,998,677
2003	New issue, acquisition	0.02	11,383,336	26,503,310	569,166,809	1,325,165,486
2003	New issue, reverse split	0.02	2	26,503,312	114	1,325,165,600
2003	Reverse split 1:200	4.00	0	26,503,312	–1,318,539,772	6,625,828
2003	Reduction of share capital	2.50	–9,938,742	16,564,570	0	6,625,828
2003	New issue	2.50	49,693,710	66,258,280	19,877,484	26,503,312
2004	Private placement	2.50	20,000,000	86,258,280	8,000,000	34,503,312
2004	New issue, acquisition	2.50	14,100,418	100,358,698	5,640,167	40,143,479
2004	Reduction of share capital	1.76	–29,706,174	70,652,523	0	40,143,479
2004	New issue	1.76	70,652,523	141,305,046	40,143,479	80,286,958
2004	New issue, acquisition	1.76	50,468,000	191,773,046	28,675,000	108,961,958
2005	New issue, acquisition	1.76	136,593,885	328,366,931	77,610,162	186,572,120
2005	New issue, acquisition	1.76	5,220,151	333,587,082	2,965,995	189,538,115
2006	Option redemption	1.76	1,760,000	335,347,082	1,000,000	190,538,115
2009	Reduction of share capital	1.00	–144,808,967	190,538,115	0	190,538,115

Corporate Governance Report

Aspiro has some 140 employees in Norway, Sweden, Finland, Denmark, Estonia, Latvia, Lithuania and the US with operations in mobile TV, music, mobile solutions, mobile entertainment and search services. Its geographical diversity sets high standards for decentralized governance and local accountability, while Aspiro aims to promote cross-border collaboration to achieve synergies. To enable high organic growth according to the conditions of each services segment, the various business segments are organized into separate entities. An entrepreneurial spirit permeates Aspiro, which features effective leadership with a structured collaboration between the Board of Directors, management and main stockholders.

Aspiro observes the Swedish Code of Corporate Governance. The Board's Report on Internal Controls has not been reviewed by the company's Auditors, with the Board's justification being that the company considers that it has sufficient controls with its current systems and routines. The Board of Directors' Report on Internal Controls is available at www.aspiro.com.

Legislation and Articles of Association

Primarily, Aspiro observes the Swedish Companies Act, the rules and recommendations ensuing from the company's quotation on the Nordic Exchange and the recommendations issued by relevant organizations such as NBK, the Swedish Industry and Commerce Stock Exchange Committee. Additionally, Aspiro observes the stipulations of Aspiro's Articles of Association. The Articles of Association are available from Aspiro's website, www.aspiro.com.

Annual General Meeting

Aspiro's Annual General meeting (AGM) is held in Stockholm, Sweden, in the first half of each year, and is conducted pursuant to applicable legislation. Press releases, minutes and presentations from stockholders' meetings are uploaded to the company's website.

AGM 2009

The AGM re-elected Mats Alders, Peter Pay, Christian Ruth and Nils Petter Tetlie, and elected Lars Boilesen as a Board member. Mats Alders was elected as Chairman of the Board. Directors' fees will amount to SEK 125,000 per member and SEK 250,000 to the Chairman of the Board. The minutes of the Meeting are available at Aspiro's website. Information on the AGM 2010 is published on Aspiro's website.

Nomination Committee

The Nomination Committee represents the company's stockholders; its activities are conducted pursuant to the stipulations of the Swedish Code of Corporate Governance. The Nomination Committee for the AGM 2010, announced on 26 October 2009, consists of Chairman Gisle Glück Evensen for Schibsted, Tore Mengshoel for Orkla and Jan Andersson for Swedbank Robur fonder. The Nomination Committee held four meetings where minutes were taken and maintained regular contact in the intervening period. An appraisal of the current Board of Directors and its members is the foundation of the Nomination Committee's activities. The Nomination Committee thoroughly discussed the competence, experience and background that could be expected of Aspiro's Board. Independence issues were also considered in depth, as was the matter of the division between the sexes.

The proposal for the Board of Directors is be published in the Invitation to the Annual General Meeting. The complete Election Committee proposal, and information on proposed Board members, will be available at Aspiro's website. No remuneration was paid to Nomination Committee members.

Board of Directors

The Board of Directors is responsible for the company's organization and administration pursuant to the Swedish Companies Act and its work is conducted pursuant to the guidelines of the Swedish Code of Corporate Governance.

Board Composition

Aspiro's Board will comprise a minimum of three, and maximum of ten, regular members. Board members are elected by the AGM for a period of one year. There are no rules stipulating how long a Board member may serve.

The AGM 2009 elected five regular Members. Mats Alders (Chairman) was an employee of the Schibsted group at the time of the AGM, as CEO of Metronome AB. Metronome AB was sold to Shine group on 28 April 2009, an owner outside the Schibsted group. Nils Petter Tetlie, Peter

Pay, Christian Ruth and Lars Boilesen are independent of the company and major stockholders. The Board members possess a high level of competence and broad experience of the mobile services, finance and media sectors, as well as experience of listed companies. Information on Board members (elected by the AGM 2009 until the AGM on 20 May 2010) is on page 32 and the company's website.

The Board of Directors' Rules of Procedure

The rules of procedure adopted by the Board of Directors is based on the Swedish Companies Act's overall stipulations on the responsibilities of the Board of Directors and CEO, and otherwise, on the decision-making process adopted by the Board, with clearly defined responsibilities within the company, and the Board's approved policies. The Board holds regular meetings pursuant to the plan stipulated in the rules of procedure, which includes predetermined matters for consideration.

Appraisal of the Work of the Board of Directors and Chief Executive Officer

In 2009, the Board of Directors conducted an appraisal of its work, which essentially, produced positive results. The appraisal focused on the Board's work on the company's strategy and goals, investments, reporting and controls, communication, organizational resources and executive management, the Board's working methods, composition and overall functionality, and the work of individual Board members. The Board conducts an appraisal of the work of the CEO three to four times per year. Additionally, the Chairman of the Board holds an appraisal interview with the CEO.

Remuneration to the Board

Remuneration to the Board is resolved by the AGM and is payable to those members not employed by the company. Fees for each Board member in 2009 are stated in the table below. Board members not employed by Aspiro are not eligible for the company's share-related incentive schemes.

	Independent of the Company	Independent of Major Stockholders	Attendance at Board Meetings	Directors' Fee 2009, SEK 000
Mats Alders (Chairman)	Yes	Yes	15/15	250
Christian Ruth	Yes	Yes	13/15	125
Peter Pay	Yes	Yes	14/15	125
Nils Petter Tetlie	Yes	Yes	14/15	125
Caroline Karlsson	Yes	Yes	3/15*	125
Lars Boilesen	Yes	Yes	6/15**	125

* Board member until the AGM in May 2009.

** Board member from the AGM in May 2009 onwards.

The Work of the Board of Directors in 2009

In 2009, the Board held 15 meetings where minutes were taken (including the Board meeting following election, where the new Board was appointed), of which four were held coincident with the company presenting interim reports. The company's Auditors attended one meeting. Apart from the mandatory items for consideration, the Board considered other matters including:

- Review and continued development of Aspiro's strategy, with a clear focus on growth
- Scale of initiatives in Music and Mobile TV
- How internal controls are organized and operated by Aspiro
- Appraisal of how IT operations are organized in the group
- Decision to merge the Mobile Solutions and Mobile Marketing business segments

Audit Committee

Pursuant to a Board decision, Aspiro has no dedicated Audit Committee, but rather, the whole Board of Directors performs the Audit Committee's duties. The Board is accountable for ensuring insight into, and control of, the company's operations through reporting and ongoing contact with the company's Auditors. The Board held one meeting in the year with the company's Auditor, where the Auditor's actions included a detailed presentation on the audit. The Board was also given the opportunity to submit additional, more in-depth questions.

Remuneration Committee

The Board of Directors has decided against a dedicated remuneration committee. The whole Board performs the duties of a remuneration committee. The Board of Directors issues instructions to the Chairman of the Board, who negotiates with the CEO regarding remuneration. Based on this negotiation, the Chairman submits a proposal, which is then approved by the whole Board. The Board also decides on an overall bonus ceiling for all employees of the company.

Management and Organizational Resources

The work and role of the Chief Executive Officer are formalized by written instructions, which also state the division of responsibility between the Board of Directors and the Chief Executive Officer.

Information on the current members of management is on page 33. Management met on 20 occasions in 2009. Aspiro's corporate governance is based on clearly decentralized accountability. Each line manager is responsible for his or her work delivering results. Operations and results can be monitored in detail daily with the aid of sophisticated statistics systems. Day-to-day operations should sustain the long-term strategy and enable the company to achieve its predetermined goals. Aspiro's various business segments are organized into individual units, with a dedicated manager and each business segment is a separate legal entity with its own Board of Directors. In this way, Aspiro is endeavoring to optimize the prospects of each unit according to market trends and positioning. Synergies between business segments are created by means including shared membership databases, partnerships and universal technology.

Remuneration to Management

The principles for remunerating management are resolved by the AGM, proceeding from proposals submitted by the Board. The remuneration payable to the Chief Executive Officer and management in 2009 is stated in note 4.

Audit

The Auditors are appointed by the AGM for a term of four years. Authorized Public Accountant Johan Thuresson was elected as Senior Auditor for the period until the date of the AGM 2012. Mr. Thuresson is also the Auditor of companies including BioInvent International AB. Mr. Thuresson holds no Aspiro stock. The group complies with International Financial Reporting Standards (IFRS/IAS), and interpretation statements published by the International Financial Reporting Interpretations Committee (IFRIC/SIC) as endorsed by the EU Commission, when preparing the group's financial statements. In 2009, the group's Interim Report for the second quarter and the Year-end Report underwent a summary review by the company's Auditor, pursuant to the recommendations issued by FAR SRS (the Institute for the Accounting Profession in Sweden) and generally accepted auditing standards in Sweden. The remuneration payable to the company's Auditors in 2009 is stated in note 3.

Financial Reporting

Aspiro has prepared rules of procedure including instructions on internal and external financial reporting as a complement to the stipulations of the Swedish Companies Act. The quality of external financial reporting is safeguarded through a series of measures and routines. Apart from a comprehensive audit of the annual accounts, the Auditor also conducts a summary review of the Interim Report for the second quarter. All reports and press releases are published with simultaneous uploads to Aspiro's website.

Board of Director's Report on Internal Controls of Financial Reporting

The internal control of financial reporting is a process designed by the Board of Directors intended to provide the Board and management with reasonable assurance regarding the reliability of external financial reporting, and that the financial statements are prepared consistent with generally accepted accounting principles, applicable laws and ordinances and other standards applying to listed companies.

Internal control in Aspiro is based on a control environment including organizational resources, decision-paths, authorization and responsibility. This is documented and communicated in control documents such as internal policies, guidelines and instructions, such as instructions for the division of responsibility between the Board of Directors and Chief Executive Officer, and for authorization, accounting and reporting. Responsibility for preparing an effective control environment and ongoing internal controlling and risk management work is delegated to the group management. Controlled risk-taking is achieved through a clear organizational structure and decision-making process. The risks identified regarding financial reporting are managed through the group's various control systems and are documented in policies and regulatory structures. The control activities include both general and more detailed controls, intended to prevent, discover and rectify misstatements and variances. The CFO has overall responsibility for implementing, enhancing and maintaining the group's control routines.

Regular monitoring of financial results is conducted in the Board of Directors and operational units' managements. The Board of Directors receives monthly financial reports. Aspiro has fixed processes and routines to ensure the high quality of financial reporting, and that potential variances are followed up.

Operations and results can be monitored in-depth on a daily basis with the aid of a sophisticated statistics system. The same statistics system is also used for supporting data for reporting to management and the Board of Directors.

The Board of Directors has judged that there is no need for a dedicated internal audit function. Apart from reviewing internal controls and financial reporting conducted by external Auditors, Aspiro also has a group of controllers that continually monitor and verify that routines are functional, policies and control documents are observed and that financial reporting is accurate.

The Board of Directors' report on internal controls of financial reporting for 2009 has not been reviewed by the company's Auditors.

Board of Directors and Auditors

Mats Alders (Chairman)

Board member since May 2008.
Born: 1958
B.Sc. (Econ.) from the University of Stockholm, Market Economist, IHM Business School.
Occupation: Chairman and CEO of Metronome Film & Television AB.
Other assignments: Board member of Östgöta Enskilda Bank, Stockholm city region.
Experience: CEO of Cybercom Group Europé AB 2000-2006 and VP 1998-2000. Previously VP/CFO of SAABTech AB 1996-1998 and of Tele2 AB 1994-1995.
Aspiro stockholding: –
Independent of company: Yes.
Independent of major stockholders: Yes.

Christian Ruth

Board member since March 2005.
Born: 1962
B.Sc. (Econ.) from Herriot-Watt University, Edinburgh and Authorized Public Accountant, Norwegian School of Economics.
Occupation: CFO of Fred Olsen Renewables AS.
Other assignments: Chairman of Scanpix Norway, Board member of Scanpix Scandinavia, Eesti Media and Moy Rayon.
Experience: Schibsted employee from 1997-2009. Auditing and finance background with Ernst & Young, Coopers & Lybrand, Norse Securities, SND Invest and Schibsted ASA.
Aspiro stockholding: –
Independent of company: Yes.
Independent of major stockholders: Yes.

Lars Boilesen

Board member since May 2009.
Born: 1967
B.Sc. in business economics from Aarhus Business School and postgraduate diploma from Kolding Business School.
Occupation: CEO of Opera Software.
Other assignments: –
Experience: CEO of Alcatel-Lucent Nordic and Baltic, Sales Director of Tandberg and experience from Lego, Denmark and broad-based experience of the mobile sector with Opera and Alcatel.
Aspiro stockholding: –
Independent of company: Yes.
Independent of major stockholders: Yes.

Peter Pay

Board member since May 2007.
Born: 1940
B.Sc. (Eng.) from NTNU (the Norwegian University of Science and Technology).
Occupation: Senior Partner of Credo Partners AS.
Other assignments: Chairman of Redcord, Credo Partners et al. Board member of Software Innovation ASA.
Experience: Group Director of Telenor 1997-2001, CEO of Telenor Plus AS 1992-1997. Self-employed consultant 1989-1992, interim CEO of several companies. Formerly, nine years' experience in the EB group, including CEO of the two subsidiaries EB Telecom and EB Netcom.
Aspiro stockholding: –
Independent of company: Yes.
Independent of major stockholders: Yes.

Nils Petter Tetlie

Board member since May 2007.
Born: 1965
B.Sc. (Eng.) from Herriot-Watt University, Edinburgh.
Occupation: CEO of AxImage AB (Fujifilm).
Experience: CEO of mobile operator Ice in Norway 2006-2007, CEO of B2 Bredband AB 2000-2006, Product Director of Song Networks 1999-2000, Network Director Telia Networks Norway 1997-1999, Principal Consultant Teleplan 1995-1997, System Expert NetCom ASA 1993-1995 and graduate trainee, Ericsson AB, 1990-1993.
Aspiro stockholding: –
Independent of company: Yes.
Independent of major stockholders: Yes.

Auditors

Johan Thuresson

Born: 1964
Authorized Public Accountant since 1995.
Aspiro's Auditor since 2008.
Aspiro's Deputy Auditor since 2004.

Kerstin Mouchard

Aspiro's Deputy Auditor since 2008.

Management

Gunnar Sellæg

Born: 1973.
Chief Executive Officer.
Aspiro employee since 2006.
B.Sc. (Eng.) from NTNU (the Norwegian University of Science and Technology).
Experience: formerly CEO of Aftenposten Multimedia AS, responsible for Aftenposten.no, Oslopuls.no and the start-up of consumer portal Forbruker.no and news portal N24.no. Previous experience as CEO of the PrimeTime.net AS advertising network and Schibsted ASA trainee.
Aspiro stockholding: 490,500.
Staff stock options: 2,000,000.

Jostein Viksøy

Born: 1973.
Chief Financial Officer.
Aspiro employee since 2007.
B.Sc. (Econ.) from the Norwegian School of Economics, Bergen.
Experience: Accounting & Strategy Director at newspaper Aftenposten since 2004, Project Director since 2001. Project manager of activities including profitability program, the transfer to tabloid format and a central role in starting up Media Norge. Before this, Project Manager at McKinsey & Company, where he was employed from 1997.
Aspiro stockholding: 490,500.
Staff stock options: 500,000.

Per Einar Dybvik

Born: 1965.
Chief Technical Officer and Head of Music.
Aspiro employee since 2005.
B.Sc. (Eng.) from the University of Manchester.
Experience: Schibsted Mobile employee since 2000. Former Product Development Manager at Scandinavia Online, consultant at Icon Medialab and CEO of Internet services provider Neo Interaktiv. Previously electronic services manager at Telenor Media and researcher at Telenor's research institute.
Aspiro stockholding: 490,500.
Staff stock options: 1,000,000.

Erling Paulsen

Born: 1978.
Head of Mobile TV.
Aspiro employee since 2009.
B.Sc. (Eng.) from NTNU (the Norwegian University of Science and Technology).
Experience: Commercial Director and Senior Executive at Elkem Solar, Strategy Consultant and Project Manager at the Boston Consulting Group.
Aspiro stockholding: –
Staff stock options: 500,000.

Incoming members

Erlend Prestgard
From 1 June Erlend Prestgard will be part of Aspiro's management. He takes over from Jostein Viksøy as CFO.

Peter Tonstad
From 1 October Peter Tonstad will be part of Aspiro's management. He joins the company as Head of the Mobile Solutions business segment.

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Definitions of Key Figures

Margins

Profit margin
Profit/loss before tax as a percentage of net sales for the year.

Operating margin
Operating profit/loss as a percentage of net sales for the year.

Returns

Return on equity
Profit/loss after tax as a percentage of average equity.

Return on total capital
Profit/loss before tax plus financial expenses as a percentage of average total assets.

Return on capital employed
Profit/loss before tax plus financial expenses as a percentage of average capital employed.

Capital Structure

Capital employed
Total assets less non interest-bearing liabilities including deferred tax liabilities.

Equity/assets ratio
Equity (including minority) as a percentage of total assets.

Debt/equity ratio
Interest-bearing liabilities in relation to equity.

Interest coverage ratio
Profit/loss after financial items plus financial expenses divided by financial expenses.

Acid test ratio
Current assets excluding inventories as a percentage of current liabilities.

Stock-related Key Figures

Average free float
Weighted average free float in the period.

Average free float and potential shares
Weighted average of free float and potential shares in the period.

Earnings per share
Profit/loss after tax divided by average free float.

Equity per share
Equity attributable to equity holders of the parent divided by free float at the end of the period.

Cash flow per share
Cash flow from operating activities divided by average number of outstanding shares.

Human Resources

Number of employees
Average number of full-time employees.

Value-added per employee
Net sales less expenses for services and goods for resale divided by number of employees.

Net sales per employee
Net sales divided by number of employees.

Staff turnover
Number of employees that concluded employment (excluding downsizing relating to restructuring and acquisitions) divided by the average number of employees.

Director's Report

The Board of Directors and Chief Executive Officer of Aspiro AB (publ), corporate identity number 556519-9998, hereby present the Annual Accounts and Consolidated Accounts for the operations of the parent company and group in the financial year 1 January 2009 - 31 December 2009. Aspiro AB, with registered office in Malmö, Sweden, is the parent company of the Aspiro group. The company was incorporated in autumn 1998 and is a distributor of mobile content services.

Operations

Sales and Earnings

The company acquired in 2009, Apparat AS, is consolidated from 31 October onwards. Kompanjong AS is consolidated from 1 September onwards. Kompanjong is a joint venture between Aspiro and Platekompaniet. Kompanjong is reported in the group using the Proportional Method.

Consolidated net sales were SEK 441.4 m (SEK 425.6 m) for the 12-month period. Earnings before interest and taxes, depreciation and amortization (EBITDA) were SEK 0.03 m (SEK 30.2 m). The profit/loss after tax for 2009 was SEK -13.7 m (SEK -206.4 m). Earnings per share before and after dilution for 2009 amounted to SEK -0.07 (SEK -1.08).

In 2008, consolidated profit was charged with goodwill amortization of SEK 202.4 m. In 2009, consolidated goodwill is unchanged after impairment testing. Profits for 2009 were charged with non-recurring expenses of some SEK 10 m (SEK 8.2 m) mainly relating to rationalization of the organizational resources of Mobile Entertainment.

Cash and Cash Equivalents, Financial Position

Consolidated equity was SEK 288.0 m (SEK 293.5 m). Total assets reduced from SEK 413.3 m to SEK 403.8 m. Thus the equity share was 71% (71%). At year-end, the group's cash and cash equivalents were SEK 57.9 m (SEK 92.4 m). The Board of Directors has set a financial objective, implying the company maintaining a capital structure that ensures financial stability, which provides a secure foundation for the continued development of operations. Aspiro has not paid dividends, but instead, has re-invested accrued funds to finance development initiatives to create growth.

Aspiro's Stock

Aspiro is a small cap company quoted on Nasdaq OMX Nordic Exchange Stockholm, Sweden. The free float in Aspiro was 190,538,115 as of 31 December 2009. The total number of shares issued is 190,538,115, issued in one class. Each share has one vote. There are no limitations to transferability of shares due to stipulations in the Articles of Association. The company has two principal owners, SEB Enskilda Securities Oslo and the Schibsted group, whose holdings were 25.13% and 19.82% respectively at year-end 2009. There are staff who have private shareholdings of the company, although not as a single entity, through a pension fund or similar structure. The company is not aware of any agreements between stockholders implying any limitations to rights to transfer shares. Nor are there any contracts that the company is party to, which have an effect, change or cease to apply if control over the company changes as a result of a public acquisition offering.

The Articles of Association stipulate that Board members are elected yearly at the AGM (Annual General Meeting). The Articles of Association have no restrictions regarding the appointment or dismissal of Board members, or regarding amendments to the Articles of Association. Decisions are taken pursuant to the Swedish Companies Act. At the AGM 2009, the Board was authorized to decide on new share issues. On one or more occasions before the next AGM, the Board was authorized to decide on new share issues, without preferential rights for previous stockholders, against cash payment, through set-off or contributions in kind. This authorization involves 19 million shares, and may only be used for acquisitions of operations or companies. The Board is entitled to decide on other terms, although they must be on a market basis.

There are no agreements between the company and Board members or employees that specify payments if these parties terminate employment, have their employment terminated without reasonable grounds, or if their employment ceases as a result of a public acquisition offering, other than the agreements between the company and senior executives stated in Note 4, and including severance pay to the CEO of six months' salary.

An Extraordinary General Meeting (EGM) on 11 December 2008 resolved to reduce the share capital for a provision to non-restricted reserves. The EGM resolved to reduce the share capital by a total of SEK 144,808,967.40 without withdrawing shares and without repayment to stockholders. The share capital was reduced by reducing the quotient value of shares by SEK 0.76. After the reduction was complete, the quotient value of shares was SEK 1 (one) and the share capital is a total of SEK 190,538,115. This reduction was registered with the Swedish Companies Registration Office in March 2009.

Remuneration Guidelines for Senior Executives

Aspiro will offer the remuneration levels and employment terms considered necessary to hire and retain a management with good skills and the capacity to achieve predetermined goals. Decisions on salary and employment terms of the Chief Executive Officer are taken by the Board of Directors, which also decides on the total bonus for staff. Salary and other employment terms for other senior executives are decided by the Chief Executive Officer pursuant to the principles determined by the Board. Senior executives will receive basic salary. In addition to basic salary, performance-related pay may also be due. Performance-related pay will depend on the extent predetermined goals are satisfied within the framework of the company's operations. These goals will not relate to the company's share. Performance-related pay may not exceed 50% of basic salary. This remuneration will not be pensionable. Share-related incentive schemes will be resolved by the Annual General Meeting. Other benefits, such as company cars, computers, mobile phones, health insurance or corporate health-care policies will be due to the extent this is judged as consistent with market terms. Senior executives will be entitled to retire at age 65 at the earliest. Pension benefits will correspond to the ITP (supplementary pensions for salaried employees) scheme or corresponding premium-based pension insurance policies. Executives domiciled outside Sweden or who are foreign citizens and have their main pension in countries other than Sweden are eligible for other pension solutions that are reasonable in the relevant country. Dismissal pay and severance pay for members of the corporate management may not exceed a maximum of 12 months' salary. There will be a right to diverge from these guidelines if there are special circumstances justifying this in individual cases, assuming it is reported and explained subsequently. The Board of Directors' proposal to the AGM 2010 is that the current remuneration principles for senior executives in general are retained. See also Note 4.

Mobile TV

Aspiro's wholly owned subsidiary Rubberduck Media Lab develops and sells complete mobile TV solutions. The focus in Mobile TV is growth, and accordingly, Aspiro has upscaled its investments and staffing in Rubberduck compared to 2008. Aspiro purchases content and aggregates it for partners that want to deliver mobile TV to their customers. Aspiro holds rights to content from a raft of global vendors like the BBC, the Disney Channel, CNN, CNBC and Turner. Aspiro delivers mobile TV solutions to network operators, broadcasters and other media partners worldwide such as T-Mobile, Telefónica O2, Telenor, 3, Entel, Viasat, Elisa, Deutsche Welle, MTV and the BBC. Sales for mobile TV were SEK 42.2 m (SEK 22.5 m). EBITDA was SEK -8.0 m (SEK -1.1 m).

Music

The Music business segment develops and delivers digital music solutions to enable users to listen to music directly over their Internet connections or to download tracks and albums to their computers or mobile phones. Primarily, these solutions are sold to partners like operators, broadband and cable TV companies, who distribute the service themselves. For its partners, Aspiro can provide a complete music store right from development to daily content management. Aspiro partners with international and local record companies like Universal Music, Sony Music, EMI, Warner Music, Naxos and Phonofile. In Norway, Aspiro offers its music streaming solution under the WiMP brand with Platekompaniet. Sales in Music were SEK 28.1 m (SEK 18.0 m). EBITDA was SEK -9.0 m (SEK -10.6 m).

Mobile Solutions

Mobile Solutions offers business services for communication, interactivity and sales via mobile phones. Mobile Solutions' products and solutions help companies utilize the mobile channel to increase sales, cut costs and increase communication with current and potential customers. At present, most of Mobile Solutions' sales and earnings are sourced from the internal customers Mobile Entertainment and Mobile Search. External customers include NRK, TVNorge, mBlox, SBS Radio AB, Aftonbladet, Aftenposten, VG and Stabburet. Sales were SEK 299.2 m (SEK 305.1 m). EBITDA was SEK -13.0 m (SEK -9.4 m).

Mobile Entertainment

Aspiro's services in Mobile Entertainment include ringtones, call waiting tones, mobile games, images and animations. Services are purchased, marketed, sold and delivered to consumers through Aspiro's or its partners' brands and channels. Sales in Mobile Entertainment were SEK 195.6 m (SEK 219.9 m). EBITDA was SEK 33.2 m (SEK 33.4 m). Aspiro collaborates with a series of international and local vendors like Sony Music, EMI, Universal Music, Warner Music, Electronic Arts, Glu, Sony Pictures, Warner Bros and Disney. Aspiro delivers mobile entertainment stores mainly to operators and media companies such as Telenor, TeliaSonera, TDC, Tele2 and NetCom. Aspiro also has significant end-customer positioning, primarily in Norway and Sweden.

Mobile Search

Mobile Search has a very strong position in text-based directory inquiries in Norway through the short numbers 1985 and 2100. In paging services, Aspiro has end-customer positioning with consumers paying per search. Aspiro has agreements with content providers on telephone number databases. Sales were SEK 56.1 m (SEK 58.9 m). EBITDA was SEK 33.3 m (SEK 43.3 m).

Acquisition of Operations

At the end of October, 100% of the shares of Apparat AS, with registered office in Oslo, Norway, were acquired. Apparat is part of the Mobile Solutions business segment.

Investments—Research and Development

Investments in property, plant and equipment amounted to SEK 8.5 m (SEK 10.6 m). Aspiro's development expenditure mainly comprises expenditure on its own staff and consultants. In 2009, this work mainly related to development in the strategic segments of Mobile TV and Music. SEK 0 m (SEK 0 m) of development costs were capitalized in the year. Expensed development cost was some SEK 16 m (SEK 13 m).

Human Resources

Aspiro had an average of 142 (144) employees in the year, and at year-end, had 140 (134) full-time employees. Staff headcount is reducing in Mobile Entertainment and increasing in Music, Mobile TV and Mobile Solutions.

Parent Company

Parent company net sales for 2009 were SEK 111.5 (SEK 116.1 m), of which SEK 106.1 m (SEK 107.8 m) were intra-group sales. Profit/loss before tax was SEK -20.3 m (SEK -104.8 m).

Environment

The company does not conduct any activities subject to permits or reporting pursuant to the Swedish Environmental Code.

Work of the Board of Directors

Aspiro's AGM on 14 May 2009 re-elected Mats Alders, Peter Pay, Christian Ruth and Nils Petter Tetlie and elected Lars Boilesen as Board members. Mats Alders was elected Chairman of the Board.

The AGM in 2008 resolved that the Chairman of the Board would contact the major stockholders by the end of the third quarter to appoint a Nomination Committee consisting of three members. The Nomination Committee appoints its Chairman internally. For the AGM 2010, the members are Gisle Glück Evensen for Schibsted, Tore Mengshoel for Orkla and Jan Andersson for Swedbank Robur Fonder.

The Board of Directors has decided against a dedicated remuneration committee. The whole Board performs the tasks of a remuneration committee. The Board issues instructions to the Chairman of the Board, who negotiates with the CEO regarding his remuneration. This negotiation results in the Chairman submitting a proposal for approval by the whole Board. The Board also decides on total bonus, as well as share and share price-related incentive schemes for the CEO, other senior executives and key staff.

The Board held 15 meetings in the financial year 2009. The Board's rules of procedure stipulate tasks including the division of responsibility between the Board of Directors, Chairman and Chief Executive Officer. The Board follows a designated agenda with predetermined items for each meeting. Apart from the mandatory matters for consideration, the most important questions the Board considered in the year related to evaluation and judgment of the conditions of the different business segments and progress of the company's strategy and organization. The Board also reviewed and approved a number of policy documents and control routines for the company, and took decisions on remuneration issues related to the CEO and management. The Board works closely with the executive management, and where necessary, company employees participate in Board meetings to report and take minutes.

Pursuant to a Board decision, Aspiro has no dedicated Audit Committee, but rather, the Board performs the tasks of an Audit Committee as a whole. The Board of Directors is responsible for ensuring insight and control through reports and ongoing contact with the company's auditors. For more information on the Board and its activities, please refer to the 'Corporate Governance' section and Note 4 on Human Resources.

Risks

A summary of the most significant risk and uncertainty factors follows. For more detail on risk exposure and risk management, please refer to the dedicated risk and sensitivity analysis section and Note 22.

Regulatory Conditions

Aspiro is active on a market where local regulators are active, particularly concerning marketing of services. Like all players in the sector, Aspiro is exposed to the risk that regulations may change.

CPA Contracts with Operators

To be able to conduct its business, Aspiro has distribution and billing agreements with various mobile operators on its local markets. There is always a risk that contract terms alter.

Competition

Aspiro conducts business on a highly competitive market. The possibility that competitors enter agreements on better terms than those Aspiro has at present cannot be ruled out.

Rapid Technological and Market Progress

The products and services on the market where Aspiro is active feature rapid technological progress. If Aspiro is unable to realign its business to keep pace with rapid technological progress, there is a risk that the group will lose competitiveness, which may adversely affect earnings.

Forecast Accuracy

Aspiro is active on a relatively young and unstable market, obstructing opportunities to evaluate the future progress of operations. Misjudgment of market progress may adversely affect the group's total profit and liquidity.

Intellectual Property

Aspiro has various commitments to a range of content providers and licensors. There is always an operational risk that Aspiro is not completely successful in fulfilling all its commitments.

Guarantees

Aspiro AB has issued a parent company guarantee in favor of Rubberduck Media Lab AS in relation to Telefónica O2 Irland.

Financial Risks

Aspiro's operations are exposed to various financial risks, i.e. currency, interest, funding and credit risks. The Board's judgment is that Aspiro is mainly exposed to currency risks. Fluctuations of some foreign currencies against the Swedish krona may exert an adverse effect on the group's sales and operating profit, and on the international competitiveness of its business. Aspiro has a currency risk linked to intra-group loans between the parent company and subsidiaries, and between subsidiaries. See also Note 22 on financial risk management.

Operating Risks

Aspiro's direct expenses primarily relate to purchased content, advertising and revenue sharing. These comprise some 50% of operating expenses. Of the indirect operating expenses (some 50%), personnel expenses comprised some 31% and personnel-related expenses (rents, travel, communication etc.), alongside hosting and consultants, the remaining 19%. Accordingly, Aspiro has a relatively high share of fixed expenses without any direct correlation to revenue in the event that sales decrease.

Outlook for 2010

Aspiro is continuing to focus on growth in Mobile TV and Music, and in Mobile Solutions, and will be upscaling these initiatives going forward. Market progress in Mobile Entertainment and Mobile Search is negative, which is expected to affect overall growth and earnings performance. Aspiro is evaluating possible structural changes in Mobile Entertainment.

Events after the Reporting Period

After the end of the period, Aspiro subsidiary Rubberduck Media Lab signed an upgrade agreement with a leading multinational operator regarding extended mobile TV capacity. The value of this agreement is estimated at over SEK 50 m. In February 2010, Aspiro launched the WiMP music streaming service with Platekompaniet and in partnership with Telenor in Norway. In April 2010, Aspiro launched WiMP in Denmark with Telenor.

Proposed Appropriation of Profit

SEK	
Parent Company	
The following funds are at the disposal of the Annual General Meeting:	
Share premium reserve	1,335,000.00
Profit/loss brought forward	–110,885,657.86
Reduction of share capital	144,808,967.40
Net profit/loss	–20,261,519.49
Funds at the disposal of the AGM	**14,996,790.05**

The Board of Directors proposes that the funds at the disposal of the AGM are appropriated as follows:	
Carried forward	14,996,790.05
Total	**14,996,790.05**

Annual General Meeting

Aspiro's AGM will be held at 2:00 p.m. on Thursday 20 May at Aspiro's premises at Östermalmsgatan 87 D, Stockholm, Sweden.

Risk and Sensitivity Analysis

The market for mobile content services is still immature and features fast technological and market progress, a changeable competitive situation and new regulatory structures. Aspiro's operations and profitability are affected by both operating and financial risks. The following risks have not been stated in any particular order, nor make any claims to be comprehensive. This means that there are other risks than those stated that may affect Aspiro's operations and earnings.

Exogenous Risks

Demand for Mobile Services

Aspiro creates and delivers mobile services and is dependent on sustained good demand for these services. Aspiro considers that demand for mobile services will continue to grow. It is primarily the demand for mobile TV, music and business solutions that is growing. Demand for mobile entertainment services like ringtones and background images has stagnated and is expected to keep reducing in the future. There is a natural migration away from more basic and towards more value-added services in line with penetration of more sophisticated mobile phones achieving critical mass for Aspiro's target groups.

Cyclicality

The influence of the general macroeconomic trend on Aspiro's markets is considered limited. For Aspiro, this means that any revenue cyclicality is limited.

Regulatory–Legal

Aspiro operates on different markets in the telecom and media industries. The telecom market as a whole is covered by a series of regulations in terms of services offerings, pricing and margins. Initially, regulators concentrated on the former state telecom monopolies and their market position as well as other major players with their own infrastructure. In 2009, the market for content services also became more strictly regulated.

The market for mobile content services is relatively immature and is in high growth. Operators and national authorities play an active role in terms of the conditions governing the sale and marketing of content services. Several regulations and guidelines were implemented and updated after pressure from the Swedish Consumer Agency (or corresponding authority in other countries) and other official bodies. There is a risk that existing and future regulations exert a negative impact on market progress and the sales potential of Aspiro's existing and new services.

The mobile telephone is now widely viewed and used as a significant marketing channel. Like other players in the telecom and advertising sectors, Aspiro anticipates them becoming a key future marketing channel. The mobile phone enables offerings to be targeted more precisely, and their interfaces are easier to control. The mobile channel invites direct communication between the advertiser and the customer. Regulatory structures around marketing to customers via mobile phones remain relatively indistinct. A relaxation of regulatory structures would enable a significant commercial advance within mobile marketing.

Copyrighting organizations like NCB and IFPI manage music rights on assignment from the music industry. Record companies have also become more active than a few years ago with regard to rights and production. There is a risk that the price of these rights is subject to upward pressure, which would reduce the margins on Aspiro's ringtone and music sales. Alternatively, higher consumer pricing may result in fewer unit sales, and generally lower product acceptance.

Competition

The mobile content services sector has undergone extensive consolidation over recent years, which has resulted in a number of major players in Europe. Aspiro is the only major player in the Nordic region. The competitive situation is changing somewhat as Aspiro enters new services segments. A review of the market and competitors is in the sections on each business segment.

Business Risks

Technological Progress and Operations

The services on Aspiro's markets feature rapid technological progress. If Aspiro is unable to adapt its operations to rapid technological progress, there is a risk of the group losing competitiveness, which could adversely affect earnings. Meanwhile, there is a risk that the market reacts more slowly than expected when new products, applications and technologies are introduced. Terminal producers (Apple, HTC, Nokia, SonyEricsson, Samsung, Motorola etc.) play an important role in terms of the development and growth on the mobile content services and mobile TV markets, because more sophisticated handsets trigger increased demand for more and more value-added services.

The effective operating time for Aspiro's technological systems is nearly 100%. Systems for back-end and text transmission reception also have virtually zero downtime. The development of new applications and systems elements do not imply any actual operational disruptions.

Product Liability, Intellectual Property and Disputes

Potential faults on Aspiro's products could result in liability and damages claims. However, the Board considers that Aspiro has satisfactory cover for product liability, and accordingly, the direct risk is considered limited. The amount insured for personal and material damage is SEK 30 m, although subject to an annual maximum of SEK 60 m during the insurance term and SEK 30 m for damage to property (worldwide coverage).

Aspiro regularly applies for protection for its product names and brands. Neither Aspiro nor its subsidiaries are currently party to any dispute, legal proceedings or arbitration proceedings that the Board considers to be of material significance. Nor is the Board aware of any other circumstances that could be expected to result in disputes or action by the authorities, and that the Board judges could materially affect Aspiro's financial position.

Dependency on Mobile Operators

The majority of Aspiro's revenues are billed by mobile operators, either by debiting customers' prepaid cards, or via mobile phone bills. The high growth within mobile content services would not have been possible without this billing method. Using mobile phones for payments in other segments has not achieved anything like the same proliferation and popularity as the CPA (content provider access) solution to mobile operators. To a great extent, future growth and success will be dependent on sustained positive collaboration between mobile operators and the enhancement of existing payment models. At present, mobile operators receive 20—35% of the consumer price, dependent on tariff class, mobile operator and country. There is potential for higher margins if pricing levels for this payment model are subject to pressure.

Moreover, mobile operators are an important partner group for Aspiro with regard to sales of mobile services. There is always a risk that operators choose to collaborate with Aspiro's competitors or opt to manage everything independently.

To minimize risks, Aspiro constantly endeavors to satisfy, and exceed, mobile operators' and other customers' expectations in terms of its services' topicality, quality and accessibility. Additionally, the dependency on individual customers reduces with an expanding customer base.

Dependency on Content Providers

It is essential that Aspiro constantly offers attractive services to its customers, whether this is music, TV, videos, games, ringtones or other products. Access to the best content requires contracts with leading content providers. There is a risk that content providers choose to sell services via Aspiro's competitors exclusively or direct to mobile operators. If content providers increase the prices of various services, to avoid margin deterioration, Aspiro will also be forced to increase consumer prices, with the risk of sales volumes contracting.

Forecast Accuracy

Aspiro is active on relatively new markets, limiting the possibility of judging the future progress of operations. Inaccurate assessments of market progress may adversely affect the group's aggregate earnings and liquidity.

Financial Risks

In its operations, Aspiro is exposed to various financial risks. These currently comprise currency, interest, funding and credit risk. The Board considers that first and foremost, Aspiro is exposed to currency risk, i.e. the risk of the value of a financial instrument changing due to fluctuations in rates of exchange. Interest, funding and credit risks are considered marginal. At present, Aspiro does not have any financial liabilities, while almost all sales are generated through major mobile operators, with consistently high credit ratings. In 2009, doubtful debt was SEK 0.9 m (SEK 0.3 m) of total sales of some SEK 441 m (SEK 426 m). The most recent business combinations have been funded by cash flow from operating activities. For more information on financial risks, see Note 22.

Risks in Operating Expenses

Direct expenses largely comprise expenses for purchased content, advertising and revenue sharing and represent some 50% of operating expenses. Of other operating expenses (some 50%), personnel expenses comprise some 31%. Personnel-related expenses (office rents, travel, communication etc.) and expenses for hosting and consultants largely comprise the remaining 19%. Accordingly, Aspiro has a relatively high share of fixed expenses without any direct correlation to revenue in the event that sales decrease.

Other Risks

Group companies have the customary Board liability insurance. Aspiro evaluates the group's insurance cover on an ongoing basis. Other feasible risks can be classified as data infringement. Aspiro regards its protection in this segment as very comprehensive, because its primary technology platform is hosted on one of the most secure technology environments in Scandinavia. Aspiro sells content with complex underlying legal structures. There is a risk of infringements in individual countries or in marketing through an individual channel, with the ensuing damages. There is a risk that, in connection with existing rights structures, a mistake is made in an individual country or sales channel that might trigger a claim from suppliers. Aspiro judges this risk to be low. Aspiro AB has issued a parent company guarantee in favor of Rubberduck Media Lab AS in relation to Telefónica O2 Irland.

Sensitivity Analysis

Aspiro's profits are influenced by a number of factors. The effects of changes in some of the key factors are illustrated below.

Sensitivity Analysis, 31 December 2009

Change Variable	Change	Change in Operating Profit/loss
Net sales	+/– 10%	+/–SEK 21 m
Content expenses	+/– 5%	+/–SEK 3 m
Other cost of materials	+/– 5%	+/–SEK 9 m
Personnel expenses	+/– 5%	+/–SEK 7 m
Other expenses	+/– 5%	+/–SEK 4 m

Consolidated Five-year Summary

SEK 000

Income Statement	**2009**	**2008**	**2007**	**2006**	**2005**
Net sales	441,403	425,574	404,917	447,808	407,864
Other operating revenues	16,629	11,604	2,271	1,929	2,932
Work performed by the company for its own use and capitalized	–	–	5,537	4,034	–
Operating expenses	–478,479	–632,226	–404,060	–438,602	–386,031
Operating profit/loss	–20,447	–195,048	8,665	15,169	24,765
Net financial income/expense	671	7,882	1,153	3,900	497
Profit/loss before tax	–19,776	–187,166	9,818	19,069	25,262
Tax on net profit/loss	6,104	–19,216	–2,107	30,476	–7,213
Net profit/loss	**–13,672**	**–206,382**	**7,711**	**49,545**	**18,049**

Balance Sheet	**31 Dec. 2009**	**31 Dec. 2008**	**31 Dec. 2007**	**31 Dec. 2006**	**31 Dec. 2005**
Intangible assets	182,357	182,166	387,941	394,097	378,234
Property, plant and equipment	17,185	12,705	7,668	4,879	3,613
Financial assets	96	61	2,332	191	286
Deferred tax asset	16,314	16,482	36,192	36,497	3,381
Current receivables	129,933	109,459	99,045	82,895	93,285
Cash and cash equivalents	57,881	92,429	73,591	79,417	89,407
Total assets	**403,766**	**413,302**	**606,769**	**597,976**	**568,206**
Equity	288,033	293,477	500,476	488,560	441,024
Non-current liabilities	7,383	9,566	12,712	13,162	12,371
Current liabilities	108,350	110,259	93,581	96,254	114,811
Total equity and liabilities	**403,766**	**413,302**	**606,769**	**597,976**	**568,206**

Cash Flow	**2009**	**2008**	**2007**	**2006**	**2005**
Cash flow from operating activities	–14,856	34,063	15,038	48,353	62,229
Cash flow from investing activities	–20,763	–17,991	–22,234	–58,335	–581
Cash flow from financing activities	–	–176	–42	3,095	–12,990
Cash flow for the year	–35,619	15,896	–7,238	–6,887	48,658
Cash and cash equivalents at beginning of year	92,429	73,591	79,417	89,407	36,957
Exchange rate difference in cash and cash equivalents	1,071	2,942	1,412	–3,103	3,792
Cash and cash equivalents at end of year	**57,881**	**92,429**	**73,591**	**79,417**	**89,407**

Key Figures	**2009**	**2008**	**2007**	**2006**	**2005**
Ave. no. of employees	142	144	156	133	115
Net sales, SEK 000	441,403	425,574	404,917	447,808	407,864
Operating profit/loss, SEK 000	–20,447	–195,048	8,665	15,169	24,765
Equity, SEK 000	288,033	293,477	500,476	488,560	441,024
Capital employed, SEK 000	288,033	293,477	500,652	488,560	441,024
Total assets, SEK 000	403,766	413,302	606,769	597,976	568,206
Equity/assets ratio, %	71	71	82	82	78
Debt/equity ratio, %	–	–	0	–	–
Interest coverage ratio, %	neg.	neg.	3,048	6,078	5,203
Acid test ratio, %	173	183	184	169	159
Profit margin, %	neg.	neg.	2.4	4.3	6.2
Operating margin, %	neg.	neg.	2.1	3.4	6.1
Return on equity, %	neg.	neg.	1.6	10.7	5.9
Return on total capital, %	neg.	neg.	1.7	3.3	6.5
Return on capital employed, %	neg.	neg.	2.1	4.2	8.4

Consolidated Income Statement

SEK 000	Note	1 Jan. -31 Dec. 2009	1 Jan. -31 Dec. 2008
Net sales	1	441,403	425,574
Other operating revenues		16,629	11,604
Total		**458,032**	**437,178**
Services and goods for resale		–65,652	–63,787
Other external expenses	1,2,3	–235,481	–205,544
Personnel expenses	4	–140,372	–130,974
Depreciation and impairment losses, property, plant and equipment	5	–5,407	–5,397
Amortization and impairment losses, intangible assets	5	–15,071	–219,882
Profit/loss from shares in associated companies	8	–	–227
Other operating expenses		–16,496	–6,415
Total		**–478,479**	**–632,226**
Operating profit/loss	6	**–20,447**	**–195,048**
Profit/loss from participations in group companies	9	–	–182
Interest income and similar profit/loss items	9	1,386	8,463
Interest expenses and similar profit/loss items	9	–715	–399
Total		**671**	**7,882**
Profit/loss before tax		**–19,776**	**–187,166**
Tax	10	6,104	–19,216
Net profit/loss*		**–13,672**	**–206,382**
* Attributable to equity holders of the parent		–13,672	–205,586
Attributable to minority interest		0	–796
Basic earnings per share (SEK)	20	–0.07	–1.08
Diluted earnings per share (SEK)	20	–0.07	–1.08

Statement of Comprehensive Income

SEK 000	Note	1 Jan. -31 Dec. 2009	1 Jan. -31 Dec. 2008
Net profit/loss		–13,672	–206,382
Translation difference for the year		8,323	–3,427
Comprehensive income for the year*		–5,349	–209,809
* Attributable to equity holders of the parent		5,349	–209,013
Attributable to minority interest		0	–796

Consolidated Balance Sheet

SEK 000	Note	31 Dec. 2009	31 Dec. 2008
ASSETS			
Fixed assets	5		
Goodwill		141,813	141,813
Other intangible assets		40,544	40,353
Equipment		17,185	12,705
Deferred tax asset	10	16,314	16,482
Other long-term receivables		96	61
Total fixed assets		**215,952**	**211,414**
Current assets			
Accounts receivable	22	89,779	82,811
Current tax receivables		3,630	–
Other receivables		22,951	17,874
Prepaid expenses and accrued income	11	13,573	8,774
Cash and cash equivalents	16	57,881	92,429
Total current assets		**187,814**	**201,888**
TOTAL ASSETS		**403,766**	**413,302**

Consolidated Balance Sheet cont.

SEK 000	Note	31 Dec. 2009	31 Dec. 2008
EQUITY AND LIABILITIES			
Equity			
Equity attributable to equity holders of the parent			
Share capital (190,538,115 shares, quotient value SEK 1)	18	190,538	335,347
Other paid-up capital		378,524	233,715
Reserves		4,259	–4,064
Retained earnings		–271,616	–66,605
Net profit/loss		–13,672	–205,586
Total		**288,033**	**292,807**
Minority interest		0	670
Total equity		**288,033**	**293,477**
Non-current liabilities	13		
Deferred tax liabilities	10	7,383	9,566
Total non-current liabilities		**7,383**	**9,566**
Current liabilities			
Accounts payable	22	27,818	24,338
Current tax liabilities		240	4,038
Other liabilities		25,591	28,649
Accrued expenses and deferred income	14	52,992	53,234
Other provisions	12	1,709	–
Total current liabilities		**108,350**	**110,259**
Total liabilities		**115,733**	**119,825**
TOTAL EQUITY AND LIABILITIES		**403,766**	**413,302**
Pledged assets	15	None	None
Contingent liabilities	15	None	None

Consolidated Cash Flow Statement

SEK 000	Note	1 Jan. -31 Dec. 2009	1 Jan. -31 Dec. 2008
Operating activities	16		
Net profit/loss		–13,672	–206,382
Adjustment for non-cash items		22,908	232,675
Cash flow from operating activities before changes in working capital		9,236	26,293
Cash flow from changes in working capital			
Change in operating receivables		–20,474	–7,351
Change in operating liabilities		–3,618	15,121
Cash flow from operating activities		**–14,856**	**34,063**
Investing activities			
Acquisitions of subsidiaries and associated companies		205	–4,573
Acquisitions of intangible assets		–12,465	–2,749
Acquisitions of property, plant and equipment		–8,503	–10,625
Change in long-term receivables		–	–44
Cash flow from investing activities		**–20,763**	**–17,991**
Financing activities			
Decrease in financial liabilities		–	–176
Cash flow from financing activities		**–**	**–176**
Cash flow for the year		**–35,619**	**15,896**
Cash and cash equivalents at beginning of year		92,429	73,591
Exchange rate difference in cash and cash equivalents		1,071	2,942
Cash and cash equivalents at end of year		57,881	92,429

Interest paid in the period amounted to SEK 76,000 (262,000)

Interest received in the period amounted to SEK 1,051,000 (2,218,000)

Income tax paid by the group amounted to SEK 952,000 (4,389,000)

Consolidated Statement of Changes in Equity

	Attributable to Equity Holders of the Parent					Minority Interest	
	Share Capital	**Other Paid-up Capital**	**Reserves**	**Retained Earnings**	**Net Profit/ loss**		**Total**
Equity, 31 December 2007	335,347	233,715	–637	–77,753	9,804	–	500,476
Opening balance, equity, 1 January 2008	335,347	233,715	–637	–77,753	9,804	–	500,476
Transfer of previous year's earnings	–	–	–	9,804	–9,804	–	–
Comprehensive income for the period	–	–	–3,427	–	–205,586	–796	–209,809
Total changes in net worth excluding transactions with equity holders of the company	**–**	**–**	**–3,427**	**9,804**	**–215,390**	**–796**	**–209,809**
Effect of stock option plans	–	–	–	1,344	–	–	1,344
Minority interest	–	–	–	–	–	1,466	1,466
Closing balance, equity, 31 December 2008	**335,347**	**233,715**	**–4,064**	**–66,605**	**–205,586**	**670**	**293,477**
Opening balance, equity, 1 January 2009	335,347	233,715	–4,064	–66,605	–205,586	670	293,477
Transfer of previous year's earnings	–	–	–	–205,586	205,586	–	–
Reduction of share capital	–144,809	144,809	–	–	–	–	–
Comprehensive income for the period	–	–	8,323	–	–13,672	–	–5,349
Total changes in net worth excluding transactions with equity holders of the company	**–144,809**	**144,809**	**8,323**	**–205,586**	**191,914**	**–**	**–5,349**
Effect of stock option plans	–	–	–	575	–	–	575
Minority interest	–	–	–	–	–	–670	–670
Closing balance, equity, 31 December 2009	**190,538**	**378,524**	**4,259**	**–271,616**	**–13,672**	**–**	**288,033**

Parent Company Income Statement

SEK 000	Note	1 Jan. -31 Dec. 2009	1 Jan. -31 Dec. 2008
Operating revenues			
Net sales	1	111,530	116,117
Other operating revenues		8,007	6,424
Total		**119,537**	**122,541**
Operating expenses			
Services and goods for resale		–51,893	–52,531
Other external expenses	1,2,3	–36,336	–46,442
Personnel expenses	4	–6,632	–8,235
Depreciation and impairment losses, property, plant and equipment	5	–337	–362
Amortization and impairment losses, intangible assets	5	–517	–638
Other operating expenses		–6,645	–2,738
Total		**–102,360**	**–110,946**
Operating profit/loss		**17,177**	**11,595**
Profit/loss from financial investments	9		
Profit/loss from participations in group companies		–37,010	–107,391
Interest income and similar profit/loss items		1,306	6,465
Interest expenses and similar profit/loss items		–1,735	–15,453
Total		**–37,439**	**–116,379**
Profit/loss after financial items		**–20,262**	**–104,784**
Tax on net profit/loss	10	–	–20,000
Net profit/loss		**–20,262**	**–124,784**

Parent Company Balance Sheet

SEK 000	Note	31 Dec. 2009	31 Dec. 2008
ASSETS			
Fixed assets	5		
Intangible assets			
Capitalized development costs		–	20
Licenses and trademarks		2,501	2,325
Total intangible assets		**2,501**	**2,345**
Property, plant and equipment			
Equipment		475	721
Total property, plant and equipment		**475**	**721**
Financial assets			
Participations in group companies	7	149,227	183,368
Participations in associated companies	8	3,927	–
Receivables from group companies	19	0	0
Deferred tax asset		15,000	15,000
Total financial assets		**168,154**	**198,368**
Total fixed assets		**171,130**	**201,434**
Current assets			
Current receivables			
Accounts receivable	22	781	2,845
Receivables from group companies	19	71,417	42,383
Other receivables		1,277	3,797
Prepaid expenses and accrued income	11	813	1,434
Total current receivables		**74,288**	**50,459**
Cash and bank balances		21,316	28,179
Total current assets		**95,604**	**78,638**
TOTAL ASSETS		**266,734**	**280,072**

Parent Company Balance Sheet cont.

SEK 000	Note	31 Dec. 2009	31 Dec. 2008
EQUITY AND LIABILITIES			
Equity			
Restricted equity			
Share capital (190,538,115 shares, quotient value SEK 1)	18	190,538	335,347
Statutory reserve		16,162	16,162
Total restricted equity		**206,700**	**351,509**
Non-restricted equity			
Share premium reserve		1,335	1,335
Retained earnings		33,923	13,898
Net profit/loss		–20,262	–124,784
Total non-restricted equity		**14,996**	**–109,551**
Total equity		**221,696**	**241,958**
Non-current liabilities	13		
Liabilities to group companies	19	310	310
Total non-current liabilities		**310**	**310**
Current liabilities			
Accounts payable	22	5,672	8,669
Liabilities to group companies	19	25,191	14,008
Other liabilities		640	259
Accrued expenses and deferred income	14	13,225	14,868
Total current liabilities		**44,728**	**37,804**
TOTAL EQUITY AND LIABILITIES		**266,734**	**280,072**
Memorandum items	15		
Pledged assets		None	None
Contingent liabilities		None	None

Parent Company Cash Flow Statement

SEK 000	Note	1 Jan. -31 Dec. 2009	1 Jan. -31 Dec. 2008
Operating activities	16		
Net profit/loss		–20,262	–124,784
Adjustment for non-cash items		38 425	142,034
Cash flow from operating activities before changes in working capital		18,163	17,250
Cash flow from changes in working capital			
Change in operating receivables		–23,829	–8,646
Change in operating liabilities		6,924	–3,456
Cash flow from operating activities		**1,258**	**5,148**
Investing activities			
Acquisitions of subsidiaries and associated companies		–7,144	–7,098
Acquisitions of intangible assets		–673	–321
Acquisitions of property, plant and equipment		–91	–205
Cash flow from investing activities		**–7,908**	**–7,624**
Financing activities			
Decrease in financial liabilities		–	–
Cash flow from financing activities		**–**	**–**
Cash flow for the year		**–6,650**	**–2,476**
Cash and cash equivalents at beginning of year		28,179	29,010
Exchange rate difference in cash and cash equivalents		–213	1,645
Cash and cash equivalents at end of year		21,316	28,179

Interest paid in the period amounted to SEK 6,000 (13,000)

Interest received in the period amounted to SEK 383,000 (303,000)

Income tax paid by the parent company amounted to SEK 0,000 (0,000)

Parent Company Statement of Changes in Equity

	Share Capital	Statutory Reserve	Share Premium Reserve	Retained Earnings	Net profit/ loss	Total
Closing balance, equity, 31 December 2007	**335,347**	**16,162**	**1,335**	**8,278**	**5,620**	**366,742**
Opening balance, equity, 1 January 2008	**335,347**	**16,162**	**1,335**	**8,278**	**5,620**	**366,742**
Appropriation of previous year's earnings	–	–	–	5,620	–5,620	**–**
Total changes in net worth reported directly against equity	**–**	**–**	**–**	**5,620**	**–5,620**	**–**
Net profit/loss	–	–	–	–	–124,784	**–124,784**
Closing balance, equity, 31 December 2008	**335,347**	**16,162**	**1,335**	**13,898**	**–124,784**	**241,958**
Opening balance, equity, 1 January 2009	**335,347**	**16,162**	**1,335**	**13,898**	**–124,784**	**241,958**
Appropriation of previous year's earnings	–	–	–	–124,784	124,784	**–**
Reduction of share capital	–144,809	–	–	144,809		**–**
Total changes in net worth reported directly against equity	**–144,809**	**–**	**–**	**20,025**	**124,784**	**–**
Net profit/loss	–	–	–	–	–20,262	**–20,262**
Closing balance, equity, 31 December 2009	**190,538**	**16,162**	**1,335**	**33,923**	**–20,262**	**221,696**

Accounting Principles

The Consolidated Accounts have been prepared pursuant to International Financial Reporting Standards (IFRS/IAS) and interpretation statements from the International Financial Reporting Interpretations Committee (IFRIC/SIC) as endorsed by the EU Commission. Additionally, RFR 1.2, Supplementary Accounting Rules for Groups, and applicable statements from RFR (Rådet för finansiell rapportering, the Swedish Financial Reporting Board), have been applied.

The parent company observes the same accounting principles as the group apart from those cases stated below in the 'Parent Company Accounting Principles' section.

Basis of Preparation of the Parent Company and Consolidated Annual Accounts

The parent company's functional currency is the Swedish krona, which is also the presentation currency of the parent company and group. Thus, the financial statements are presented in Swedish kronor. All amounts are rounded to the nearest thousand Swedish kronor (SEK 000) unless otherwise stated.

Preparing the financial statements pursuant to IFRS necessitates management making judgments, estimates and assumptions that influence the stated amounts of revenues, expenses, assets and liabilities. Estimates and assumptions are based on historical experience and are reviewed regularly. Actual outcomes can differ from these estimates and judgments. Changes to estimates are reported in the period the change is made if the change only affects that period, or the period the change is made and future periods if the change affects both current and future periods. The areas that, in 2009, required more extensive judgments and estimates are the allocation of costs in connection with business combinations (see Note 17), impairment tests for consolidated goodwill (see Note 5) and measurement of deferred tax assets attributable to tax deficits (see Note 10).

The Consolidated Accounts are based on historical cost unless otherwise stated below. The following accounting principles are applied consistently for the periods presented in the Consolidated Accounts.

Amendments of IFRS in 2009

The accounting principles applied are consistent with those applied in the previous year with the exceptions stated below. The revised accounting principles that the group is applying from 1 January 2009 are reviewed below. Comment is only provided for the new and revised standards from IASB that are considered relevant to the group. Statements from IFRIC that came into effect in the financial year are not judged to have any material effect on the Consolidated Accounts. The application of the following standards did not have any effect on the group's results of operations or financial position. However, they have caused changes to the presentation of the financial statements and additional note disclosures.

– IAS 1 (Amendment, Presentation of Financial Statements). This amendment was endorsed by the EU on 17 December 2008 and is applied from 1 January 2009 onwards. The amendment has resulted in revenues and expenses previously reported directly against equity now been reported in other comprehensive income instead, as Aspiro presents a separate statement termed the Statement of Comprehensive Income immediately after the Income Statement. The presentation of the Statement of Changes in Equity has been amended as a consequence of the introduction of the Statement of Comprehensive Income.

– IAS 23 (Amendment, Borrowing Costs). This amendment was endorsed by the EU on 23 January 2009 and is applied from 1 January 2009 onwards. The amendment did not affect the Consolidated Accounts.

– IAS 27 (Amendment, Consolidated and Separate Financial Statements). This amendment was endorsed by the EU on 23 January 2009 and is applied from 1 January 2009 onwards. The amendment applies to reporting of received dividends. The amendment does not affect the group.

– IAS 32 and IAS 1 (Amendments Regarding Financial Instruments Puttable at Fair Value and Obligations Arising on Liquidation). This amendment was endorsed by the EU on 21 January 2009 and is applied from 1 January 2009 onwards. The amendment did not affect the Consolidated Accounts.

– IAS 39 and IFRS 7 (Amendments Regarding Classification of Financial Instruments). This amendment was endorsed by the EU on 9 September 2009 and shall be applied from 1 January 2009 onwards. The amendment did not affect the Consolidated Accounts.

– IFRS 7 (Amendment, Financial Instruments: Disclosures). This amendment was endorsed by the EU on 27 November 2009 and is applied from 1 January 2009 onwards. The amendment implies increased disclosure requirements regarding financial instruments reported at fair value in the Balance Sheet. In addition, disclosure requirements regarding liquidity risk are extended. For the group, this amendment only resulted in increased comments on liquidity planning.

– IFRS 2 (Amendment, Share-based Payment). This amendment was endorsed by the EU on 16 December 2008 and is applied from 1 January 2009 onwards. The amendment implies a clarification that service and performance conditions only may be vesting conditions. The amendment did not affect the Consolidated Accounts.

– IFRS 8 (Operating Segments). IFRS 8 was endorsed by the EU on 21 November 2007 and is applied from 1 January 2009 onwards. IFRS 8 replaces IAS 14 and introduces a management perspective on the division and presentation of operating segments, i.e. they are presented in a manner consistent with internal reporting. The application of IFRS 8 did not imply any amendment to segment division, because the segments identified pursuant to IAS 14 were the same as the business segments that group management monitors. However, the former business segment Mobile Marketing was merged with Mobile Solutions in the year. Aspiro applies the same accounting principles to its operating segments as in the consolidated accounts, i.e. IFRS.

– Improvements to IFRS issued by IASB in May 2008. These improvements were endorsed by the EU on 23 January 2009. The improvements did not have any effect on the group.

Amendments of IFRS that Have Not Yet Come into Effect

The following standards, amendments and interpretation statements of existing standards are published, but have not yet come into effect. They are mandatory for the group's reporting for financial years beginning 1 January 2010 or later. Aspiro does not apply any standards in advance.

– IAS 27 R (Revision, Consolidated and Separate Financial Statements). The revised standard was endorsed by the EU on 3 June 2009 and applies to financial years starting after 30 June 2009, i.e. for Aspiro's part, from 1 January 2010 onwards. This revision primarily relates to reporting minority interests. Earnings attributable to minority stockholders must always be reported, even if they imply the majority share being negative. Transactions with minority stockholders must always be reported to equity, and in those cases where the parent company relinquishes controlling influence, the remaining portion should be restated at fair value. Aspiro will adopt this amendment from 1 January 2010, which will affect the group's presentation of its financial statements.

– IFRS 3 R (Revision, Business Combinations). The revised standard was endorsed by the EU on 3 June 2009 and applies to financial years starting after 30 June 2009, i.e. for Aspiro's part, from 1 January 2010 onwards. The amendments apply proactively for business combinations completed after the revision came into effect. The reporting of future business combinations will be amended in terms of items including transaction expenses, potential conditional purchase prices, and for business combinations achieved in stages. Aspiro will apply the revised standard from 1 January 2010, which will affect the future presentation of the group's financial statements but will not have any effect on previously completed business combinations.

– IFRS 9 (Financial Instruments: Recognition and Measurement). IFRS 9 has not yet been endorsed by the EU. The standard is a first stage of a revision of the current IAS 39. The standard has implications including a reduction of the number of measurement criteria of financial assets. In anticipation of completion of all parts of the standard, Aspiro has not yet evaluated the effects of this new standard.

– Improvements to IFRS issued by IASB in April 2009. These improvements are scheduled to be endorsed by the EU during the first quarter 2010.

Classification, etc.

Essentially, fixed assets and non-current liabilities exclusively comprise amounts expected to be recovered or paid after more than 12 months from the reporting date. Essentially, the parent company's and group's current assets and current liabilities exclusively comprise amounts expected to be recovered or paid within 12 months of the reporting date.

Consolidated Accounts

The Consolidated Accounts encompass the parent company and companies in which the parent company holds more than half of the vote directly or indirectly, or exerts a controlling influence in some other manner. All subsidiaries are reported pursuant to acquisition accounting, which means that the cost of the business combination is divided by reporting the identifiable assets, liabilities and contingent liabilities of the acquired company that satisfy the terms for accounting pursuant to IFRS at fair value at the time of acquisition.

The cost is calculated as the total of the fair values of assets given, liabilities incurred or assumed and the equity instruments issued in exchange for the controlling influence over the acquired entity, and all costs directly attributable to the business combination, as of the transaction date. When the cost of the business combination exceeds the net fair value of the acquired share of identifiable assets, liabilities and reported contingent liabilities, the difference is reported as goodwill. When this difference is negative, it is reported directly in the Income Statement.

Subsidiaries are consolidated from the acquisition date until the divestment date inclusive. Aspiro's former US subsidiary, Aspiro Inc., has been closed, but not formally liquidated. Aspiro Inc. is not consolidated. Intra-group receivables and liabilities, revenue and expenses and unrealized gains and losses are eliminated wholly when preparing the Consolidated Accounts.

Assets and liabilities of foreign operations are translated from functional currency to Swedish kronor at the rates of exchange ruling on the reporting date. Revenues and expenses of foreign operations are translated to Swedish kronor at average rates of exchange. The following translation rates have been applied:

Rate of Exchange	DKK	EEK	EUR	GBP	LTL	LVL	NOK	USD
29 February 2008	–	–	–	–	–	–	1.19	–
31 July 2008	–	–	–	–	–	–	1.18	–
31 December 2008	1.47	0.70	10.94	11.25	3.17	15.48	1.10	7.75
Average 2008	1.29	0.61	9.61	12.09	2.78	13.68	1.17	6.59
31 August 2009	–	–	–	–	–	–	1.18	–
31 October 2009	–	–	–	–	–	–	1.24	–
31 December 2009	1.39	0.66	10.35	11.49	3.00	14.60	1.24	7.21
Average 2009	1.43	0.68	10.62	11.92	3.08	15.05	1.22	7.65

Translation differences that arise coincident with the conversion of foreign operations are reported in comprehensive income.

Associated companies are reported pursuant to the equity method, and initially recognized at cost. The carrying amount of participations in associated companies reported in the group corresponds to the group's participation in the associated companies' equity and potential residual values for consolidated surplus values and deficits. The group's participation in profit after tax arising in the associated company after acquisition is reported in the Income Statement as a portion of operating profit.

Participations in joint ventures are reported pursuant to the proportional method in the group. The application of the proportional method means that the group's participation in the joint venture's assets and liabilities are included in the Balance Sheet. The group's participation in the joint venture's revenue and expenses is included in the Income Statement. The merger is item by item in the Income Statement and Balance Sheet.

In legal entities, associated companies and joint ventures are reported according to the cost method.

Revenue Recognition

Revenues are the gross inflows of economic benefits that arise in the company's operating activities in a period and that increase the company's equity, with the exception of increases that depend on contributions from stockholders. Revenues only encompass the gross inflow of economic benefits that the company receives, or may receive, on its own behalf. Amounts accrued on behalf of another party, such as sales tax, tax on goods and services and value-added tax, are not reported as revenues. Revenues are measured at the fair value of what is received or will be received. Revenues are recognized when the company has transferred the essential risks and benefits associated with ownership of the products and the company no longer exerts any material control over the sold products.

Aspiro's revenues can be divided between downloading charges and fixed and variable usage charges. The majority of revenue comprises charges for downloading services such as information, ringtones, images and games. Revenue recognition occurs monthly on the basis of measuring downloaded services from Aspiro's technology platforms. Once services are operational, fixed and variable charges are recognized as revenue on a monthly basis. The majority of usage charges are based on revenue sharing with the relevant operator/distribution channel. Aspiro recognizes total revenues based on its own user statistics and final reconciliation with the customer.

Financial Revenue and Expenses

Financial revenue and expenses comprise interest income on bank balances and receivables, interest expenses on liabilities and exchange rate differences. Exchange rate differences on intragroup receivables and liabilities are reported net.

Financial Instruments

Financial instruments reported in the Balance Sheet include cash and cash equivalents, accounts receivable, other receivables and accrued income on the assets side. The equity and liabilities side includes accounts payable, other current liabilities, accrued expenses and equity instruments issued. Initially, financial instruments are reported at cost corresponding to the instrument's fair value, plus transaction costs.

A financial asset or liability is reported in the Balance Sheet when the company becomes party to the instrument's contracted terms. Accounts receivable are reported in the Balance Sheet when the invoice is sent. Liabilities are recognized when the counterparty has delivered and there is a contracted obligation for payment, even if no invoice has been received yet. Accounts payable are recognized when the relevant invoice is received.

A financial asset is removed from the Balance Sheet when the contracted rights are realized, mature or the company relinquishes control over them. The same applies to parts of a financial asset. Financial liabilities are removed from the Balance Sheet when the contracted commitment is satisfied or ceases in some other manner. The same applies to a part of a financial liability. The company evaluates whether there is any objective indication of impairment of a financial asset at each occasion when financial statements are prepared.

The group's balances in bank accounts including foreign currency accounts and incoming funds are included in cash and cash equivalents. Consolidated cash and cash equivalents are only subject to an insignificant risk of value fluctuations.

Accounts receivable are reported at the amount expected to be received after deducting for doubtful debt, which is evaluated on a case-by-case basis. Because the expected term of accounts receivable is short, values are reported at nominal amount without discounting. Impairment losses on accounts receivable are reported in operating expenses as other external expenses. Accounts receivable not settled within 90 days after their due date are reported as doubtful debt unless there are specific reasons to assume that payment will be received. Examples of specific reasons may be an agreement on payment by installments.

Liabilities are classified as other financial liabilities, which means that initially, they are reported at the amount received. After the acquisition date, loans are reported at cost pursuant to the effective interest method. Accounts payable are classified as other financial liabilities. Because accounts payable have short expected terms, values are reported at nominal amount without discounting.

There are no derivative instruments to cover the risk of exchange rate fluctuations within the group.

Intangible Assets

Goodwill

Goodwill is the positive difference between the cost of a business combination and the net fair value of acquired identifiable assets, liabilities and contingent liabilities. Goodwill is measured at cost less potential accumulated impairment losses. Goodwill is allocated to cash-generating units and is subject to impairment tests at least yearly, see the Impairment Losses heading below.

Other Intangible Assets

Acquired intangible assets are reported at cost less accumulated amortization and impairment losses. Development costs are only capitalized if the expenses are expected to result in identifiable future economic benefits that are under the control of the company, and it is technologically and financially possible to complete the asset. The costs that can be capitalized are costs that are invoiced externally, direct costs for labor and a reasonable portion of indirect costs. Other development costs are expensed in the Income Statement as they arise. Capitalized development costs are reported at cost, less deductions for accumulated amortization. Supplementary expenditure for capitalized intangible assets is reported as an asset only if it increases the future economic benefits for the specific asset to which they relate. The carrying amount of the asset is removed from the Balance Sheet upon disposal or divestment, or when no future economic benefits are expected from the use or disposal/divestment of the asset. The gain or loss resulting when an intangible fixed asset is removed from the Balance Sheet is reported in the Income Statement. The gain or loss is calculated as the difference between the potential net revenue from the divestment and the asset's carrying amount.

Property, Plant and Equipment

Expenditure for property, plant and equipment is reported as an asset in the Balance Sheet when it is likely that the future economic benefits associated with the asset will arise for the company and the asset's cost can be reliably calculated. Property, plant and equipment are reported at cost less accumulated depreciation according to plan and potential impairment losses. The cost comprises the purchase price and expenditure directly attributable to the asset to bring it to the place and condition for use in the manner the company intended. The carrying amount of the asset is removed from the Balance Sheet upon disposal or divestment, or when no future economic benefits are expected from the use or disposal/divestment of the asset. The gain or loss that results when a tangible fixed asset is removed from the Balance Sheet is reported in the Income Statement. The gain or loss is calculated as the difference between the potential net revenue from the divestment and the asset's carrying amount.

Depreciation and Amortization

Intangible Assets

After first-time reporting, intangible assets are reported in the Balance Sheet at cost less deductions for potential accumulated amortization and impairment losses. For intangible assets with finite useful lives, amortization is on a straight-line basis over the asset's estimated useful life. Intangible assets with indefinite useful lives are not amortized. Instead, an impairment test is applied pursuant to IAS 36 by comparing the asset's recoverable value and its carrying amount. This test is conducted yearly, or at any time there are indications of value impairment of the intangible asset. Evaluations of amortization methods and useful lives are conducted yearly.

The following amortization periods are applied:

Licenses and trademarks	3–10 years
Capitalized development expenditure	3 years
IT systems	5 years

Property, Plant and Equipment

After first-time reporting, property, plant and equipment are reported in the Balance Sheet at cost less accumulated depreciation and potential accumulated impairment losses. Depreciation is on a straight-line basis over the asset's estimated useful life. Evaluations of depreciation methods and useful lives are conducted yearly.

The following depreciation periods are applied:

Office equipment	5 years
Computer equipment	3 years

Impairment Losses

Carrying amounts for the group's assets are verified at each reporting date to determine whether there is any impairment. If so, the asset's recoverable value is calculated, defined as the greater of fair value less selling expenses and value in use. When calculating value in use, future payment surpluses the asset is expected to generate are discounted at a rate corresponding to risk-free interest and the risk associated with the specific asset. The recoverable value of the cash-generating unit to which the asset belongs is calculated for assets that do not generate cash flow that is essentially independent of other assets. If the recoverable value of the asset is less than the carrying amount, an impairment loss is effected. Impairment losses are charged to the Income Statement.

Regardless of whether there is any indication of value impairment, tests are conducted on assets with indefinite useful lives and intangible assets that are not yet ready for use. Impairment tests allocate goodwill acquired in a business combination to each of the acquired cash-generating units or groups of cash-generating units that are expected to benefit from the synergies of the acquisition, from the acquisition date onwards. Each unit or group of units over which goodwill is allocated correspond to the lowest level in the company at which goodwill in question is monitored in internal controls, and is not greater than a segment based on the basis for division pursuant to IFRS 8, Operating Segments. Aspiro has allocated acquired goodwill on the basis of business segments within geographical regions, and in some cases, directly to companies in the geographical region. The impairment test as of 31 December 2008 implied goodwill impairment attributable to Finland, Norway, Sweden and the Baltic states of SEK 202.4 m (see Note 5). The impairment test as of 31 December 2009 did not imply any goodwill impairment.

The company determines whether there is any indication that the previous impairment loss of an asset, apart from goodwill, is no longer justified wholly or partly at each reporting date. A reversal of impairment losses is only effected to the extent the asset's carrying amount is not greater than the company would have reported (after depreciation) if the company had not written down the asset. Reversals of impairment losses are reported in the Income Statement.

Foreign Currencies

Foreign currencies are translated to the functional currency at the rate of exchange ruling on the transaction date. In some cases, actual rates of exchange are approximated as an average over one month. Foreign currency receivables and liabilities are translated to functional currency at rates of exchange ruling on the reporting date. Exchange rate differences on trading receivables and liabilities are included in operating profit/loss in the Income Statement. Differences in financial receivables and liabilities are reported as a net total in financial items. Exchange rate differences on monetary intra-group items are included in the Consolidated Income Statement. The group does not currently use any financial instruments to hedge rates of exchange.

Leases

Lease arrangements are classified according to the extent to which the economic risks and benefits associated with ownership of the relevant leased items rest with the lessor or lessee. A lease arrangement is classified as a finance lease if it implies that essentially, the economic benefits and risks associated with ownership of the item are transferred from the lessor to the lessee. A lease arrangement is classified as an operating lease if it does not mean that essentially, the benefits and risks are transferred to the lessee. Finance leases are reported as assets and liabilities in the Balance Sheet, which means that depreciation and interest expenses for each period are reported in the Income Statement. For operating leases, lease charges are expensed on a straight-line basis over the lease term, providing there is no better way of reflecting the company's economic benefit over time. Aspiro has no significant lease arrangements over and above premises leases. Only a few lease arrangements, on office equipment and personal computers, for example, remained at year-end 2009. These arrangements are classified as operating leases in the parent company and group.

Tax

Tax is reported in the Income Statement apart from when the underlying transaction is reported directly against other comprehensive income. Current tax is tax to be paid or received in the current year, including potential adjustments of current tax attributable to previous periods. Deferred tax is calculated pursuant to the balance sheet method, proceeding from temporary differences between the carrying amounts and taxable values of assets and liabilities. The amounts are calculated based on how the temporary differences are expected to even out, and by applying the tax rates and rules that are enacted or substantively enacted on the reporting date.
Temporary differences are not considered in consolidated goodwill, nor in differences attributable to participations in subsidiaries that are not expected to become subject to tax in the foreseeable future. For legal entities, untaxed reserves are reported including deferred tax liabilities. However, the Consolidated Accounts divide untaxed reserves between deferred tax liabilities and equity.

Deferred tax assets in deductible temporary differences and loss carry forwards are only reported to the extent that it is likely that they will imply lower future tax payments. Impairment of a deferred tax asset relating to loss carry-forwards of SEK 20 m was reported in the financial statement for 2008. No adjustment has been made from this item in the financial statement for 2009. As of 31 December 2009, Aspiro AB reported a deferred tax asset related to loss carry-forwards of SEK 15 m. This amount corresponds to a prudent measurement of estimated taxable surpluses in Sweden over the next three years based on a tax rate of 26.3%.

Employee Benefits

Employee benefits are reported as salaries paid and accrued benefits. Full provisions are made for various assumptions such as vacations, social security contributions and pensions. All the group's pension contracts have been classified as defined-contribution plans, which means that the company pays predetermined charges to a separate legal entity, and has no legal or informal commitment to pay further charges if the legal entity does not have sufficient assets to pay all benefits for employee service during current and previous periods. Pension expenses for defined-contribution plans are charged to earnings as employees render service. These commitments are calculated without discounting because the payments for all these plans become due for payment within 12 months.

Provisions are only reported coincident with termination of employees if the company has demonstrably committed to conclude employment before the normal time, or when remuneration is paid to encourage voluntary redundancy. In those cases the company issues redundancy notices, a detailed plan, which as a minimum, includes information on workplaces, positions and the approximate number of people affected, and the remuneration for each employee category or position and the time for conducting the plan.

Staff stock options are settled through new share issues. The staff stock option plan is reviewed in Note 4. The expenses for staff stock options have been calculated in accordance with IFRS 2. The fair value of options has been calculated pursuant to the Black & Scholes general model for valuing options, without adjusting for potential dilution. The expense is allocated on a straight-line basis over the term of the options, of 24 months. A provision for social security contributions is made based on the fair value of the stock options at each reporting date.

Earnings per Share

Basic earnings per share are calculated by earnings attributable to holdings of ordinary shares of the parent company being divided by the weighted average free float of ordinary shares in the period. For comparative purposes, the free float is adjusted for bonus issues, split and reverse split.

When calculating the potential dilution due to outstanding warrants, the value of the subscription price is compared with the share's market value. Assumed payment from warrants is considered as if it had been received upon the issue of ordinary shares at the average market price of ordinary shares in the period. The difference between the number of issued ordinary shares and the number of ordinary shares that would have been issued at an average market price of ordinary shares in the period is treated as an issue of ordinary shares without payment. Warrants only give rise to a dilution effect when the average price of ordinary shares in the period is greater than the exercise price of the stock options.

Provisions

Provisions are reported in the Balance Sheet when a legal or informal commitment arises as a consequence of an event that has occurred and it is likely that an outflow of economic benefits will be necessary to settle the commitment and a reliable estimate of the amount is possible. The provision is reported at an amount corresponding to the best estimate of the disbursement necessary to settle the commitment. Provisions are liabilities that are uncertain in terms of the amount or timing of when they will be settled. When provisioning for restructuring expenses, in addition to the general criteria for provisions being satisfied, the company must have a detailed formal plan for restructuring, which state the operations and sites affected, the number of employees that will receive severance pay, other expenses the company will incur, and when the measures will be conducted. The creation of a well-founded expectation with the parties affected is another precondition for reporting provisions for restructuring measures. The financial statement for 2009 reports a provision for estimated supplementary purchase price relating to the acquisition of Apparat AS (see Note 17).

Contingent Liabilities

Contingent liabilities are potential commitments sourced from events that have occurred and whose incidence may be confirmed only by one or more uncertain future events occurring or not occurring, which do not lie entirely within the company's control. Contingent liabilities may also be existing commitments sourced from events that have occurred but that are not reported as a liability or provision because it is unlikely that an outflow of resources will be necessary to settle the commitment, or the size of the commitment cannot be measured with sufficient reliability.

Borrowing Costs

Borrowing costs are reported to earnings for the period to which they are attributable. No borrowing costs have been incorporated in the cost of assets.

Cash Flow Statement

The Cash Flow Statement has been prepared pursuant to the indirect method. Cash flow from operating activities is calculated proceeding from net profit/loss. The profit/loss is adjusted for transactions not involving payments made or received, changes in trade-related receivables and liabilities, and for items attributable to investing or financing activities.

Cash and Cash Equivalents

Cash and cash equivalents comprise cash and bank balances and short-term investments with a due date within three months.

Operating Segments

Aspiro has defined operating segments as the group's five business segments: Mobile TV, Music, Mobile Solutions, Mobile Entertainment and Mobile Search. The former business segments Mobile Marketing is part of Mobile Solutions from 2009 onwards. The executive management monitors the business segments on the basis of total sales, earnings net of direct expenses and EBITDA. Assets, liabilities and investments cannot be allocated by segment in a reasonable and reliable manner because the operation is integrated in terms of technology platform. Operating receivables and operating liabilities also consist of 'mixed' items because purchasing from suppliers and sales to customers often covers several segments.

Parent Company Accounting Principles

The parent company prepares its Annual Accounts pursuant to the Swedish Annual Accounts Act (1995:1554) and RFR 2.2, Accounting for Legal Entities issued by the Swedish Financial Reporting Board. RFR 2.2 is based on legal entities whose securities are quoted on a Swedish stock market or recognized marketplace, whose general rule is to apply the IFRS/IAS applied in the Consolidated Accounts. Accordingly, in its Annual Accounts for the legal entity, the parent company applies all IFRS and statements endorsed by the EU where this is possible within the auspices of the Swedish Annual Accounts Act and with consideration to the relationship between accounting and taxation in Sweden. RFR 2.2 states the exemptions and amendments to be made from and to IFRS. The difference between the group's and the parent company's accounting principles are stated below. The accounting principles of the parent company stated below have been applied consistently for all periods published in the parent company's financial statements.

Classification and Presentation

The parent company's financial reports are presented in the format stipulated by the Swedish Annual Accounts Act. The primary discrepancy from IAS 1 relates to the accounting of equity and the incidence of provisions as an independent title in the Balance Sheet.

Group and Stockholders' Contributions

Group contributions paid are reported as an increase in the participations in subsidiaries item of the issuer. If the contribution is intended to cover losses, the group's participations in subsidiaries have been subjected to an impairment test subsequently. With the recipient, the stockholders' contribution is reported directly against non-restricted equity. Group contributions are reported pursuant to their economic implications. This means that group contributions received or paid with the intention of affecting the group's total tax expense are reported directly against retained earnings after deducting for their current tax effect.

Leases

The parent company accounts all lease arrangements pursuant to the rules on operating leases.

Financial Instruments

The parent company does not utilize the valuation rules of IAS 39. The parent company values financial fixed assets at cost less potential impairment losses and financial current assets at the lower of cost or market. Financial receivables and liabilities are translated to the functional currency at the rate of exchange ruling on the reporting date.

Tax

The parent company accounts potential untaxed reserves including deferred tax liabilities. The Consolidated Accounts divide untaxed reserves between deferred tax liabilities and equity (retained earnings).

Notes

Note 1 Net Sales and Segment Reporting

	Group				Parent Company			
	2009		2008		2009		2008	
Net sales by group and other companies								
Net sales to group companies	–	–	–	–	106,081	95%	107,752	93%
Net sales to other companies	441,403	100%	425,574	100%	5,449	5%	8,365	7%
Total net sales	**441,403**	**100%**	**425,574**	**100%**	**111,530**	**100%**	**116,117**	**100%**
External expenses by group and other companies								
Other external expenses, group companies	–	–	–	–	25,051	69%	33,476	72%
Other external expenses, other companies	235,481	100%	205,544	100%	11,285	31%	12,966	28%
Total other external expenses	**235,481**	**100%**	**205,544**	**100%**	**36,336**	**100%**	**46,442**	**100%**

Reporting by Operating Segment

	Mobile TV		Music		Mobile Solutions		Mobile Entertainment		Mobile Search		Eliminations/ unallocated		Total	
Group	**2009**	**2008**	**2009**	**2008**	**2009**	**2008**	**2009**	**2008**	**2009**	**2008**	**2009**	**2008**	**2009**	**2008**
Revenues														
External net sales	42,166	22,143	28,128	17,985	121,009	111,143	194,398	215,193	55,639	57,998	63	1,112	441,403	425,574
Internal net sales	60	316	0	0	178,148	194,030	1,234	4,726	408	892	–179,850	–199,964	–	–
Other operating revenues	1,163	1,026	256	0	638	645	229	967	689	0	13,654	8,966	16,629	11,604
External direct expenses *	–3,465	–3,297	–19,395	–14,710	–98,806	–85,869	–91,723	–105,523	–17,060	–11,441	–599	1,702	–231,048	–219,138
Internal direct expenses *	–171	–530	–426	–603	–168,208	–194,105	–4,809	–8,750	–1,137	–1,292	174,751	205,280	–	–
Earnings net of direct expenses	**39,753**	**19,658**	**8,563**	**2,672**	**32,781**	**25,844**	**99,329**	**106,613**	**38,539**	**46,157**	**8,019**	**17,096**	**226,984**	**218,040**
Indirect operating expenses	–47,736	–20,805	–17,543	–13,300	–45,807	–35,199	–66,103	–73,251	–5,274	–2,866	–44,490	–42,388	–226,953	–187,809
EBITDA	**–7,983**	**–1,147**	**–8,980**	**–10,628**	**–13,026**	**–9,355**	**33,226**	**33,362**	**33,265**	**43,291**	**–36,471**	**–25,292**	**31**	**30,231**
Depreciation, amortization and impairment													–20,478	–225,279
Operating profit/loss													**–20,447**	**–195,048**
Financial income and expenses													671	7,882
Profit/loss before tax													**–19,776**	**–187,166**
Tax on net profit/loss													6,104	–19,216
Net profit/loss													**–13,672**	**–206,382**

*Direct expenses are expenses for purchased content, advertising and revenue sharing.

Note 1 cont.

Group	2009	2008
Reporting by Geographical Regions		
Norway	249,068	244,647
Baltic states	63,710	69,444
Sweden	49,035	55,134
Finland	16,785	21,609
Denmark	24,061	15,433
Other countries	38,744	19,307
Total net sales by geographical region	**441,403**	**425,574**

Information on major customers
The group's largest customers represent 36%, 24% and 10% of net sales respectively. Revenue from the largest customer is in all operating segments. Revenues for other major customers are in Mobile Entertainment and Mobile Solutions.

Other Disclosures

Aspiro has defined operating segments as the group's five business segments: Mobile TV, Music, Mobile Solutions, Mobile Entertaintment and Mobile Search. The former business segments Mobile Marketing is part of Mobile Solutions from first quarter of 2009 onwards. Accordingly, comparative figures have been restated for 2008. The division of revenues and expenses is partly based on information from Aspiro's statistics and monitoring systems.

The executive management monitors the business segments on the basis of total net sales (including intragroup revenues), earnings net of direct expenses for purchased content and EBITDA.

Assets, liabilities and investments cannot be allocated by segment in a reasonable and reliable manner because the operation is integrated in terms of technology platform. Operating receivables and operating liabilities also consist of 'mixed' items because purchasing from suppliers and sales to customers often covers several segments.

Note 2 Lease Payments

	Group		Parent Company	
	2009	**2008**	**2009**	**2008**
Total lease payments for the financial year, equipment	**588**	**982**	**12**	**–**
Lease payments due in the coming years, equipment				
2009	–	237	–	12
2010	104	33	13	13
2011	47	13	13	13
2012	45	13	13	13
2013	45	13	13	13
2014	6	3	1	3
Total lease payments due in the coming years	**247**	**312**	**53**	**67**

Note 2 cont.

	Group		Parent Company	
	2009	**2008**	**2009**	**2008**
Rental contracts maturing in the coming years, premises				
2009	–	7,402	–	450
2010	8,020	7,202	450	450
2011	7,508	6,609	450	450
2012	5,484	3,073	113	112
2013	221	157	–	–
Total rental contracts maturing in the coming years	**21,233**	**24,443**	**1,013**	**1,462**

All lease arrangements have been reported as operating leases. There are only a few lease arrangements in the group, for staff computers and dispensing machines, for example.

Note 3 Audit Fees and Reimbursement

	Group		Parent Company	
	2009	**2008**	**2009**	**2008**
Ernst&Young AB				
Auditing	2,229	1,496	653	554
Other assignments	300	94	217	50
Total, Ernst & Young	**2,529**	**1,590**	**870**	**604**
Other auditors				
Auditing	18	258	–	–
Other assignments	313	50	30	50
Total, other auditors	**331**	**308**	**30**	**50**
Total auditors' fees and reimbursement	**2,860**	**1,898**	**900**	**654**

Note 4 Human Resources

Average no. of employees	Group 2009	Group 2008	Parent Company 2009	Parent Company 2008	Subsidiaries 2009	Subsidiaries 2008
Employees in Sweden	23	27	9	8	14	19
Of which men in Sweden	16	20	6	6	10	14
Employees in Norway	98	92	–	–	98	92
Of which men in Norway	80	76	–	–	80	76
Employees in Denmark	3	3	–	–	3	3
Of which men in Denmark	2	2	–	–	2	2
Employees in Baltic states	12	15	–	–	12	15
Of which men in Baltic states	9	10	–	–	9	10
Employees in Finland	5	7	–	–	5	7
Of which men in Finland	5	7	–	–	5	7
Employees in the US	1	–	–	–	1	–
Of which men in the US	1	–	–	–	1	–
Total average no. of employees	**142**	**144**	**9**	**8**	**133**	**136**
Total, of which men	**113**	**115**	**6**	**6**	**107**	**109**

Salary and other remuneration by country and between Board members, etc. and employees	Group 2009	Group 2008	Parent Company 2009	Parent Company 2008	Subsidiaries 2009	Subsidiaries 2008
Board of Directors and CEO, Sweden	588	509	588	509		–
Other employees, Sweden	11,932	14,978	4,288	5,398	7,644	9,580
CEO, Norway	3,050	2,867	–	–	3,050	2,867
Other employees, Norway	83,797	74,661	–	–	83,797	74,661
Other employees, Baltic states	3,213	2,454	–	–	3,213	2,454
Other employees, Denmark	1,694	1,517	–	–	1,694	1,517
Other employees, Finland	2,251	4,831	–	–	2,251	4,831
Other employees, US	1,917	–	–	–	1,917	–
Total, Board of Directors and CEO	**3,638**	**3,376**	**588**	**509**	**3,050**	**2,867**
Total, other employees	**104,804**	**98,441**	**4,288**	**5,398**	**100,516**	**93,043**

Salary, other remuneration and payroll overheads	Group 2009	Group 2008	Parent Company 2009	Parent Company 2008	Subsidiaries 2009	Subsidiaries 2008
Total salary and other remuneration	**108,442**	**101,817**	**4,876**	**5,907**	**103,566**	**95,910**
Total payroll overheads	**23,088**	**21,861**	**1,990**	**2,579**	**21,098**	**19,282**
of which pension expenses	5,002	5,262	536	754	4,466	4,508

Of the parent company's pension expenses of SEK 536,000 (SEK 754,000), SEK 0 (SEK 0) relate to the Board and CEO.

Of the group's pension expenses of SEK 5,002,000 (SEK 5,262,000), SEK 45,000 (SEK 40,000) relate to the Board and CEO.

Senior Executives' Employment Terms and Remuneration

The AGM resolved on SEK 750,000 (SEK 500,000) of Directors' fees for the period until the next AGM.
Fees shall be SEK 125,000 to each member and SEK 250,000 to the Chairman.

Remuneration to the Board of Directors (SEK 000)	Directors' Fees
Mats Alders, Chairman of the Board	250
Lars Boilesen	125
Peter Pay	125
Christian Ruth	125
Nils Petter Tetlie	125
Total	**750**

Note 4 cont.

The CEO can be issued six months' notice of termination of employment. If such notice is issued by the company, severance pay of six months' salary is due. Basic salary is payable at NOK 1.8 m yearly. Maximum yearly bonus is six months' salary.

Other benefits comprise premium-based pension insurance of 5% of basic salary between 0 and 6G, and 8% of basic salary between 6G and 12G (G is defined as the Norwegian equivalent of the Swedish basic amount, G is presently NOK 73,000).

Remuneration to the CEO Gunnar Sellæg amounted to SEK 3.0 m (SEK 2.9 m) in 2009. The bonus for 2009 is payable in 2010 at SEK 805,000 (SEK 795,000), corresponding to some 71% (100%) of maximum bonus.

The salary and employment terms of the CEO are determined by the Board's Remuneration Committee. The employment terms of other senior executives are determined by consultation between the CEO and Board of Directors. Other members of the corporate management are subject to mutual notice periods of three to six months.

Pension benefits to senior executives in Sweden correspond to the Maxplan or SEB Tryggplan schemes. Senior executives in Norway have a premium-based pension policy of 3% of basic salary between 1G and 6G, and 6% of basic salary between 6G and 12G. All pension plans are defined contribution. Aspiro's obligations are limited to the amount the company accepts to contribute.

In 2009, total remuneration of SEK 14,648,000 (SEK 8,286,000) was paid to other senior executives in the corporate management, totaling seven (five) people in the year. Pension expenses for this group amounted to SEK 266,000 (SEK 287,000). Of total remuneration SEK 1,581,000 (SEK 0) is severance pay.

The following applies to bonuses to the management group for 2009 (six people) pursuant to Board decision: bonus is based on EBITDA and personal targets. The management group may receive a maximum of 50% of yearly salary as bonus. The bonus for 2009 was SEK 3.6 m (SEK 2.3 m).

Sickness Absence (Employees in Sweden)	2009	2008
Total absence	4.43%	1.65%
Men	1.12%	1.54%
Women	6.30%	1.97%

Pursuant to Chap. 5 para. 18a §2 cl. 3 of the Swedish Annual Accounts Act, the division of sickness absence is not disclosed because there are less than 10 employees in the groups. Sickness absence of greater than 60 days is 0.04%.

Stock Option Plans

The CEO, senior executives and other executives of Aspiro have received stock options. The 2008/2010 Plan involves 5,000,000 stock options with entitlement to subscribe for one Aspiro share at an exercise price of SEK 1.76. Half of the stock options can be exercised from one year after issuance onwards, and half two years after issuance, although no later than 30 June 2010. The 2009/2010 Plan involves 5,000,000 stock options with entitlement to subscribe for one Aspiro share at an exercise price of SEK 1.30. Half of the stock options can be exercised from one year after issuance onwards, and half two years after issuance, although no later than 30 June 2011.

The 2009/2011 Plan includes a vesting condition that consolidated net sales, adjusted for extraordinary events, should increase by 5% yearly. Those plans also include a re-investment obligation of 25% of the gain after tax. Exercise of staff stock options requires the option-holder to remain an employee of the group.

Of a total of 10,000,000 staff stock options issued, 8,487,600 can be exercised. To ensure the correct execution of the stock options, the group has issued warrants to a group company. More information in the Stock and Stockholders section on page 26. On 11 December 2008, a shareholders' meeting resolved on the issuance of call options and transfer of shares of the subsidiaries Rubberduck Media Lab AS and Rubberduck Media Lab Inc.

	2009		2008	
Division between Sexes among Senior Executives	**At the End of the Period**	**Of which Men**	**At the End of the Period**	**Of which Men**
Group				
Board members	15	93%	18	89%
CEO and management	6	100%	8	100%
Parent Company				
Board members	5	100%	5	80%
CEO and management	6	100%	8	100%

Staff Stock Option Plans	2008/2010	2009/2011	Total
Maximum number of options for granting to employees	5,000,000	5,000,000	**10,000,000**
Actual number of granted options	5,000,000	4,750,100	**9,750,100**
Value per option (SEK)	0.08	0.23	
Valuation date	2008–06–30	2009–06–30	
Stock price (SEK)	1.07	1.22	
Exercise price (SEK)	1.76	1.30	
Estimated average duration	2 years	2 years	
Interest	4.70%	1.20%	
Expected volatility	37%	37%	
Dividends	–	–	
Original estimate of share of remaining staff at exercise dates	100%	100%	
Total estimated expense during term of plan exc. employer's contribution (SEK 000)	400	1,150	
Fair value per option, 31 Dec. 2009 (SEK), including dilution effect.	0.22	0.62	
Actual number of exercisable options adjusted for staff attrition and switch to 2008/2010 plan.	4,300,000	4,187,600	**8,487,600**

The above valuation remains, apart from the assumption on the share of remaining staff at each exercise date. This assumption may be changed due to actual circumstances. Total expense will also change because employer's contributions are calculated on the fair value of the options, and a new present value calculation is conducted each quarter. In 2009, expenses for the staff stock option plan reduced operating profit by SEK 0.6 m (SEK 1.3 m).

Note 5 Fixed Assets

Intangible Assets

Capitalized development costs	Group 2009	Group 2008	Parent Company 2009	Parent Company 2008
Cost, opening balance	11,743	11,743	2,033	2,033
Disposals/sales	–626	–	–	–
Cost, closing balance	**11,117**	**11,743**	**2,033**	**2,033**
Accumulated amortization and impairment losses, opening balance	–7,185	–3,937	–2,013	–1,794
Amortization	–3,046	–3,248	–20	–219
Amortization disposals/sales of disposals for the year	626	–	–	–
Accumulated amortization and impairment losses, closing balance	–9,605	–7,185	–2,033	–2,013
Carrying amount, closing balance	**1,512**	**4,558**	**–**	**20**

No consulting fees, in-house work and licenses for the enhancement of Aspiro's technology platform and new segments were capitalized in 2009. Expensed development costs were some SEK 16 m (SEK 13 m) and mainly consist of costs for staff.

Goodwill	Group 2009	Group 2008	Parent Company 2008	Parent Company 2007
Cost, opening balance	426,669	423,910	–	–
Acquisitions of subsidiaries	–	2,759	–	–
Cost, closing balance	**426,669**	**426,669**	**–**	**–**
Accumulated amortization and impairment losses, opening balance	–284,856	–82,458	–	–
Impairment losses	–	–202,398	–	–
Accumulated amortization and impairment losses, closing balance	–284,856	–284,856	–	–
Carrying amount, closing balance	**141,813**	**141,813**	**–**	**–**
Total carrying amount of intangible assets, closing balance	**182,166**	**182,166**	**2,501**	**2,345**

Licenses, technology, trademarks and customer contracts	Group 2009	Group 2008	Parent Company 2009	Parent Company 2008
Cost, opening balance	87,247	76,017	3,304	3,365
Purchases	12,465	2,749	673	321
Increase via acquisitions	2,911	8,601	–	–
Disposals/sales	–3,765	–	–	–382
Exchange rate difference	483	–120	–	–
Cost, closing balance	**99,341**	**87,247**	**3,977**	**3,304**
Accumulated amortization and impairment losses, opening balance	–51,452	–37,334	–979	–943
Increase via acquisitions	–117	–	–	–
Amortization	–12,025	–10,568	–497	–418
Impairment losses	–	3,668	–	–
Amortization of disposals for the year	3,765	–	–	382
Exchange rate difference	–480	118	–	–
Accumulated amortization and impairment losses, closing balance	–60,309	–51,452	–1,476	–979
Carrying amount, closing balance	**39,032**	**35,795**	**2,501**	**2,325**

Customer contracts were identified and reported as a separate asset in the acquisition of Apparat AS. They were not recognized at any value in the acquired company's Balance Sheet.

Impairment Test for Cash-generating Units Including Goodwill

After group restructuring previous years, goodwill has been re-allocated to the geographical regions of Norway and Sweden. The basis for this allocation was the units' share of consolidated sales. However, the special status of Norway, with its high market share, justified a higher relative share. However, goodwill attributable to the acquisition of Rubberduck Media Lab has been measured separately. Of goodwill in Norway, SEK 19.2 m is attributable to Rubberduck.

The impairment test was based on calculated value in use, based on cash flow forecasts for six years and a terminal value based on sustainable growth of 2%. The present value of cash flows was calculated by applying a discount rate (weighted average cost of capital WACC) corresponding to 12.5% after tax. The comparison between the carrying amounts of the cash-generating units containing goodwill and the units' value in use did not result in goodwill impairment in 2009.

Goodwill	2009	2008
Norway	123,548	123,548
Sweden	18,265	18,265
Total	**141,813**	**141,813**

Note 5 Fixed Assets cont.

Property, Plant and Equipment

	Group		Parent Company	
	2009	**2008**	**2009**	**2008**
Office and computer equipment				
Cost, opening balance	29,993	20,793	1782	1766
Increase via acquisitions of subsidiaries	94	–	–	–
Purchases	8,503	10,625	91	205
Divestment and disposal	–119	–555	–119	–189
Exchange rate difference	3,172	–870	–	–
Cost, closing balance	**41,643**	**29,993**	**1,754**	**1,782**
Accumulated depreciation and impairment losses, opening balance	–17,288	–13,125	–1,061	–885
Increase via acquisitions of subsidiaries	–86	–	–	–
Divestment and disposal	119	319	119	186
Depreciation	–5,407	–5,397	–337	–362
Exchange rate difference	–1,796	915	–	–
Accumulated depreciation and impairment losses, closing balance	–24,458	–17,288	–1,279	–1,061
Carrying amount, closing balance	**17,185**	**12,705**	**475**	**721**

Note 6 Disclosures for Comparative Purposes

Until the fourth quarter inclusive and in the annual accounts in 2008, Aspiro's search operations are reported as available for sale pursuant to IFRS 5 Non-current Assets Held for Sale and Discontinued Operations. In April 2009, the Norwegian Ministry of Government Administration and Reform issued its definitive decision to not approve the acquisition. Aspiro chose to restate its accounts from the first quarter 2009 onwards so the search operation was no longer reported as available for sale. All comparative figures in this these accounts have been restated. Operating profit/loss was charged with non-recurring expenses of some SEK 10 (8.2) m. These expenses are mainly employee benefits related to termination.

Note 7 Participations in Group Companies

Parent Company	**2009**	**2008**
Cost, opening balance	408,171	404,762
Acquisition/stockholders' contribution for the year	3,217	7,098
Sales/concluded bankruptcy/liquidation for the year	–	–3,689
Cost, closing balance	**411,388**	**408,171**
Impairment losses, opening balance	–224,803	–114,819
Impairment losses	–37,358	–109,984
Sales/completed bankruptcy/liquidation	–	–
Accumulated impairment losses, closing balance	–262,161	–224,803
Carrying amount, closing balance	**149,227**	**183,368**

Note 7 Participations in Group Companies

	Corporate ID No.	**Reg. Office**	**No. of Shares**	**Equity Holding**	**Vote Holding**	**Carrying Amount**
Parent Company						
Aspiro Innovation AB	556598-3888	Malmö	1,000	100%	100%	159
Aspiro AS	981 656 652	Oslo	9,214,727	100%	100%	62,231
Aspiro Inpoc AB	556598-2781	Stockholm	65,349	62%	62%	10,740
Aspiro Management AS	992 434 627	Oslo	9,214,727	100%	100%	0
Aspiro Mobile Solutions AS	992 434 643	Oslo	9,214,727	100%	100%	2,485
Aspiro Mobile Finland OY	0848388-7	Helsinki	345	100%	100%	0
Aspiro Music AS	993 741 345	Oslo	100	100%	100%	126
Lime Consulting AS	994 800 671	Oslo	100	100%	100%	135
Aspiro Søk AS	992 434 635	Oslo	9,214,727	100%	100%	34,995
Voolife Media AB in liquidation	556586-8667	Gothenburg	292,000	73%	73%	0
Melody Interactive Solutions AB	556558-1229	Stockholm	8,558,687	100%	100%	2,567
Miles Ahead Ltd	C43860	Valetta	951	65%	65%	4,269
Rubberduck Media Lab AS	986704337	Oslo	110,000	100%	100%	31,520
Total, parent company						**149,227**

Note 7 Participations in Group Companies, cont.

	Corporate ID No.	Reg. Office	No. of Shares	Equity Holding	Vote Holding	Carrying Amount
Subsidiaries						
Owned by Aspiro Management AS						
Aspiro Denmark A/S	10 07 60 21	Copenhagen	328	100%	100%	4,656
Aspiro Inpoc AB	556598-2781	Stockholm	40,000	38%	38%	12,325
Aspiro Baltics AS	10 768 920	Tallin	40,020	100%	100%	4,939
Owned by Aspiro AS						
SMS Opplysningen 1985 AS	991 937 676	Oslo	100	100%	100%	132
Owned by Aspiro Mobile Solutions AS						
Aspiro Mobile Solutions AB	556777-9698	Malmö	1,000	100%	100%	212
Aspiro Mobile Marketing AB	556777-9607	Malmö	1,000	100%	100%	211
Apparat AS	989 646 281	Oslo	100,000	100%	100%	2,330
Owned by Aspiro Baltics AS						
Aspiro Latvia SIA	355 874	Riga	2,000	100%	100%	–
Aspiro Lithuania UAB	211 762 840	Vilnius	100	100%	100%	–
Owned by Rubberduck Media Lab AS						
Rubberduck Media Lab Inc	26-4047695	Carlsbad	1,000	100%	100%	–
Total, subsidiaries						**24,805**

Note 8 Other Stockholdings and Participations in Associated Companies

	Group	
Other stockholdings	**2009**	**2008**
Cost, opening balance	1,016	1,016
Removal	–1,016	–
Accumulated cost, closing balance	**–**	**1,016**
Impairment losses, opening balance	–1,016	–1,016
Removal	1,016	–
Accumulated impairment losses, closing balance	–	–1,016
Carrying amount, closing balance	**–**	**–**

Participations in Sport Business Nordic AB (corp. ID no. 556653-1207) have been removed from the Balance Sheet due to this company being in liquidation.

	Group		Parent Company	
Participations in Associated Companies	**2009**	**2008**	**2009**	**2008**
Carrying amount, opening balance	–	2,315	–	–
Acquisitions**	–	–	3,927	–
Reclassification *	–	–2,315	–	–
Translation differences	–	–	–	–
Carrying amount, closing balance	**–**	**–**	**3,927**	**–**

* At year-end 2007, Mobile Entry AS was an associated company reported according to the equity method. From 1 August 2008 onwards, Mobile Entry became a wholly owned subsidiary of the group. In 2009, Mobile Entry was merged with Aspiro Mobile Solutions AS.

** Aspiro AB and Platekompaniet AS formed a joint venture, Kompanjong AS, in September 2009. In the group, Kompanjong is reported using the proportional method.

Associated Companies—Information	Corporate ID No.	Reg. Office	No. of Shares	Equity Holding	Carrying Amount
Kompanjong AS	994,588,044	Oslo	55,000	50%	3,927

	Group	
Associated Companies—Financial Information	**2009**	**2008**
Share of revenues	13	–
Share of expenses	–223	–
Share of current assets	2,676	–
Share of current liabilities	258	–

Note 9 Profit/loss from Financial Investments

	Group		Parent Company	
	2009	**2008**	**2009**	**2008**
Profit/loss from participations in group companies				
Profit/loss from sales of shares in subsidiaries/bankruptcy/liquidation	–	–182	2,371	2,593
Impairment of participations in subsidiaries	–	–	–39,381	–109,984
Total profit/loss from participations in group companies	**–**	**–182**	**–37,010**	**–107,391**
Interest income and similar profit/loss items				
Other financial revenues, subsidiaries	–	–	737	794
Net exchange rate differences	–	481	154	–
Interest income	1,386	3,407	415	1,121
Other financial revenues**	–	4,575	–	4,550
Total interest income and similar profit/loss items	**1,386**	**8,463**	**1,306**	**6,465**
Interest expenses and similar profit/loss items				
Other financial expenses, subsidiaries*	–	–	–1,729	–15,382
Exchange rate differences, net	–521	–	–	–58
Interest expenses	–194	–287	–6	–13
Other financial expenses	0	–112	–	–
Total interest expenses and similar profit/loss items	**–715**	**–399**	**–1,735**	**–15,453**
Total profit/loss from financial investments	**671**	**7,882**	**–37,439**	**–116,379**

* Other financial expenses, subsidiaries includes impairment of receivables from subsidiaries of SEK 1,288,000 (SEK 15,254,000).
** Other financial revenue for 2008 includes exchange rate gains related to forward hedging of purchase prices for the search operation of SEK 4,550,000.

Note 10 Tax on Net Profit

	Group		Parent Company	
	2009	**2008**	**2009**	**2008**
Current tax	3,033	–4,278	–	–
Deferred tax on temporary difference	3,071	–14,938	–	–20,000
Total tax on net profit/loss	**6,104**	**–19,216**	**–**	**–20,000**

Accumulated consolidated deductible deficits amount to some SEK 542 m. The majority of this deficit is in the parent company (some SEK 415 m), and accordingly, there is no time limit for utilization of significant amounts. A limited portion of subsidiaries' deficits have been met by lock-in effects due to mergers. Deferred tax assets attributable to parent company loss carry-forwards have been reported in the Balance Sheet at an amount of SEK 15 m, corresponding to a taxable surplus of some SEK 57 m, i.e. some 14% of the total deductible deficit.

Reconciliation of Effective Tax	**2009**	**2008**
Profit before tax	–19,776	–187,166
Tax at applicable tax rate, 26.3% (28%)	5,201	52,406
Tax effect of non-deductible expenses	–3,343	–56,855
Tax attributable to previous year	3,745	–726
Change in valuation of temporary differences	3,071	–14,938
Utilization of un-reported loss carry-forwards	12,662	7,107
Increase in loss carry-forwards without the corresponding capitalization of deferred tax	–15,232	–6,210
Tax on net profit/loss	**–6,104**	**–19,216**

A deferred tax liability is reported for temporary differences relating to acquired intangible assets in the group. The opening carrying amount is SEK 9.6 m. The deferred tax liability increased by SEK 0.8 m in the year as a result of acquired intangible assets. The deferred tax liability reduced by SEK 3.0 m coincident with the amortization and impairment of acquired intangible assets. The closing carrying amount of deferred tax liability amounts to SEK 7.4 m.

A deferred tax asset of SEK 16.3 m (SEK 16.5 m) comprises deferred tax assets of SEK 15 m attributable to the valuation of loss carry-forwards in Aspiro AB, deferred tax assets attributable to intra-group sales of technology platforms of SEK 0.2 m and deferred tax assets resulting from temporary differences in the Norwegian operations totaling SEK 1.1 m.

Note 11 Prepaid Expenses and Accrued Income

	Group		Parent Company	
	2009	**2008**	**2009**	**2008**
Prepaid rent	394	368	129	118
Prepaid lease payments	1	1	1	–
Other accrued income	10,815	5,425	–	123
Other prepaid expenses	2,363	2,980	683	1,193
Total prepaid expenses and accrued income	**13,573**	**8,774**	**813**	**1,434**

Note 12 Provisions

Group	2009
Opening balance	–
New provisions	1,709
Closing balance	1,709

The provision relate to supplementary purchase price for the acquisition of Apparat AS.

Note 13 Non-current Liabilities

	Group		Parent Company	
	2009	2008	2009	2008
Liabilities to group companies	–	–	310	310
Deferred tax liabilities	7,383	9,566	–	–
Total non-current liabilities	7,383	9,566	310	310

The parent company's non-current liabilities to subsidiaries have no predetermined maturity.

Note 14 Accrued Expenses and Deferred Income

	Group		Parent Company	
	2009	2008	2009	2008
Accrued salary	20,929	17,509	634	1,713
Accrued social security contributions	4,182	3,824	730	1,100
Other accrued expenses	27,842	31,363	11,861	11,998
Deferred income	39	538	–	57
Total accrued expenses and deferred income	**52,992**	**53,234**	**13,225**	**14,868**

Note 15 Pledged Assets and Contingent Liabilities

	Group		Parent Company	
	2009	2008	2009	2008
Pledged assets				
Internal commitments	None	None	None	None
Total pledged assets	**None**	**None**	**None**	**None**
Contingent liabilities	None	None	None	None

Note 16 Cash Flow Statement

	Group		Parent Company	
	2009	2008	2009	2008
Adjustment for non-cash items				
Depreciation, amortization and impairment losses	20,478	225,279	41,523	126,488
Provisions	–	–120	–	–120
Deferred tax on temporary difference	–3,071	14,938	–	20,000
Other	5,501	–7,422	–3,098	–4,334
Total adjustment for non-cash items	**22,908**	**232,675**	**38,425**	**142,034**

	Group	
	2009*	2008**
Acquisitions of subsidiaries		
Goodwill	–	2,759
Other intangible assets	2,794	4,640
Property, plant and equipment	8	–
Current receivables	716	3,000
Cash and cash equivalents	825	2,212
Deferred tax	–778	–1,292
Current liabilities	–1,255	–5,657
Purchase price	2,310	5,662
Purchase price paid*	–620	–7,479
Cash and cash equivalents in acquired companies	825	2,906
Effect on consolidated cash and cash equivalents	**205**	**–4,573**

* The figures for 2009 relate to the acquisition of Apparat AS. The estimated additional purchase price is SEK 1.7 m. Payment is in relation to achieved contribution margin on specific customer contracts.

** The figures for 2008 relate to the acquisitions of My Mobile World and Mobile Entry. Total payments made for the acquisition of subsidiaries comprised SEK 5,069,000 for 74.5% of the participations in Mobile Entry and SEK 2,410,000 relating to participations in, and receivables on, My Mobile World.

	Group		Parent Company	
	2009	2008	2009	2008
Cash and cash equivalents				
Cash and bank balances	57,881	92,429	21,316	28,179
Total cash and cash equivalents	**57,881**	**92,429**	**21,316**	**28,179**

The above items have been classified as cash and cash equivalents because they have insignificant risk of value fluctuations, can be readily converted to cash and have a maximum maturity of three months from acquisition date.

Note 17 Business Combinations

2009

The group acquired Apparat AS in the year. Apparat AS is included in the accounts from 31 October onwards. The acquisition price for participations was SEK 2.3 m. The division of the acquisition price implied that intangible assets in the form of customer agreements were identified and reported.

The acquisition of Apparat AS has the following effects on consolidated assets and liabilities:

	Carrying Amounts before Acquisition	Fair Value Adjustment	Fair Value Reported in Group
Intangible assets	35	2,759	2,794
Property, plant and equipment	8		8
Current receivables	716	–	716
Cash and cash equivalents	825	–	825
Deferred tax liability	–4	774	–778
Current liabilities	–1,255	–	–1,255
Identified assets and liabilities, net	325	1,985	2,310
Cost, including estimated supplementary purchase price			2,310
Cash purchase price paid			–620
Cash and cash equivalents in acquired company			825
Net effect on cash and cash equivalents			205

If the acquisition of Apparat AS had occurred at the beginning of the year, consolidated net sales would have been SEK 5.5 m higher and consolidated net profit SEK 0.1 m higher. Apparat AS represented SEK 1.2 m of consolidated net sales in 2009. Its profit effect is SEK 0.2 m.

2008

The group acquired My Mobile World AS (MMW) in the year, with 75% acquired in February and the remaining 25% in October. MMW was consolidated from 29 February onwards. The purchase price was NOK 2.1 m (translated to SEK 2.4 m) and included the participations and a receivable on the company. The acquisition price of the participations was SEK 0.6 m. The remaining participations of Mobile Entry AS were acquired at the end of July. Mobile Entry was previously reported as an associated company by applying the equity method.

The acquisition price for 74.5% of the participations was SEK 5.1 m. The allocation of the acquisition price implied that intangible assets in the form of technology were identified and reported. The technology identified when Mobile Entry was reported as an associated company of SEK 2.0 m was also brought to the group. The goodwill arising at the acquisition of MMW was impaired to 0.

The acquisitions of My Mobile World and Mobile Entry have the following effects on consolidated assets and liabilities:

	Carrying Amounts before Acquisition		Fair Value Adjustment		
	My Mobile Word	**Mobile Entry**	**My Mobile Word**	**Mobile Entry**	**Fair Value Reported in Group**
Intangible assets	30	–	–	4,610	4,640
Current receivables	2,519	481	–	–	3,000
Cash and cash equivalents	653	1,559	–	–	2,212
Deferred tax liability	–	–1	–	–1,291	–1,292
Current liabilities	–24,460	–289	19,092	–	–5,657
Identified assets and liabilities, net	–21,258	1,750	19,092	3,319	2,903
Consolidated goodwill			2,759		2,759
Cost					5,662
Cash purchase price paid, including acquired receivable					–7,479
Cash and cash equivalents in acquired companies					2,906
Net effect on cash and cash equivalents					–4,573

If the acquisition of My Mobile World had been conducted at the beginning of the year, consolidated net sales would have been SEK 0.4 m higher and net profit would have been some SEK 0.02 m higher. My Mobile World generated SEK 1.8 m of consolidated net sales in 2008. The profit effect was SEK -0.9 m.

If the acquisition of Mobile Entry had occurred at the beginning of the year, consolidated net sales would have been SEK 1.5 m higher and consolidated net profit/loss some SEK 0.06 m lower. Of consolidated net sales, Mobile Entry represented SEK 1.6 m in 2008. The profit/loss effect is SEK -0.5 m.

Note 18 Share Capital and Dividends

Number of shares

Free float at beginning of period	190,538,115
Free float at end of period	190,538,115

Aspiro has only one share class, with all shares having equal voting rights. An Extraordinary General Meeting on 11 December 2008 resolved on reducing the share capital by SEK 144,808,967.40. The share capital was reduced by reducing the quotient value of shares by SEK 0.76.

After the reduction was completed, each share has a quotient value of SEK 1 (one) and the share capital is a total of SEK 190,538,115. The reduction was registered with the Swedish Companies Registration Office in March 2009. No treasury shares were repurchased or sold.

Dividends and Capital Management

The Board of Directors has decided to propose to the Meeting that no dividends are paid for the financial year 2009. Capital is defined as total reported equity. Neither the parent company nor subsidiaries are subject to external capital requirements. To create the right conditions for the continued progress of operations and to be able to act on business opportunities, attaining a capital structure that generates financial stability is central. The basic principle is that Aspiro will be financed using stockholders' equity. Borrowings will be considered for acquisitions and other major structural changes.

Note 19 Related Parties

The parent company has close relations with its subsidiaries. Purchases from and sales to subsidiaries are stated in Note 1. Transactions between group companies are conducted at cost plus a certain margin.

As of 31 December 2009, the parent company had SEK 71.4 m (SEK 42.4 m) in receivables from group companies and SEK 25.5m (SEK 14.3 m) of liabilities to group companies.

Transactions with the main owner, Schibsted ASA and its subsidiaries, are on an arm's length basis only.

Note 20 Earnings per Share

	2008	**2008**
Basic earnings per share		
Net profit/loss	–13,672	–205,586
Average free float (000)	190,538	190,538
Basic earnings per share	–0.07	–1.08
Diluted earnings per share		
Net profit/loss	–13,672	–205,586
Average free float (000)	190,538	190,538
Diluted earnings per share	**–0.07**	**–1.08**

Basic earnings per share are based on the net profit/loss attributable to the equity holders of the parent and a weighted average free float.

Diluted earnings per share are based on net profit/loss attributable to the equity holders of the parent and a weighted average free float with a supplement for the dilution effect of potential shares.

An average share price of SEK 1.38 (1.27) per share has been used when calculating the dilution effect. Staff stock option plans have exercise prices of SEK 1.76 per share and SEK 1.30 per share respectively. There is no dilution because earnings per share are negative.

When calculating the potential dilution effect, the exercise price is restated for the estimated expense for services that will be rendered.

Note 21 Events after the Reporting Period

After the end of the period, Aspiro subsidiary Rubberduck Media Lab signed an upgrade agreement with a leading multinational operator regarding extended mobile TV capacity. The value of this agreement is estimated at over SEK 50 m.

In February 2010, Aspiro launched the WiMP music streaming service with Platekompaniet and in partnership with Telenor in Norway. In April 2010, Aspiro launched WiMP in Denmark with Telenor

Note 22 Financial Risk Management

The group's Finance Policy formalizes the management of financial risks. Financial transactions are mainly managed by the parent company's finance function.

Aspiro's operations give rise to a number of financial risks such as liquidity risk, interest risk, currency risk and credit risk.

Liquidity Risk

In the group there are no interest-bearing loans. The group's liquidity reserves consisting of bank balances and short-term investments was SEK 57.9 m (SEK 92.4 m) at year-end, corresponding to 13% (22%) of sales. Surplus liquidity is to be invested in recognized banks or in securities issued by central government. A minority may be invested in corporate bonds with maximum durations of three months. The basic principle is that investments will be made with capital guarantees. Accounts payable and other current liabilities are due for payment within one year.

Interest Risk

The group's interest risk is attributable to changes in market interest rates and their impact on surplus liquidity. The group's interest-bearing assets were SEK 57.9 m (SEK 92.4 m), and almost exclusively comprised bank balances and short-term investments with variable interest.

Currency Risk

The group's currency risks are managed by the parent company. The objective is to minimize the effect of the influence of variations in rates of exchange on Aspiro's stockholders' equity. Currency exposure mainly relates to the translation risk of net assets in foreign subsidiaries. At present, there is no hedging of this exposure. Currency flows arising from purchases and sales in foreign currencies are of a short-term nature and not hedged. Currency exchange is conducted when necessary via Nordea emarket. The various companies also have foreign currency accounts for the most important currencies to avoid exchanging. The group has net inflows in all currencies.

The currency risks of the group, excluding intra-group transactions, have been calculated at value at risk (VAR). The risk calculation is based on one year's historical figures. The VAR level is 95%, which means that in 95 cases of 100, the earnings impact would be less than calculated. The total currency risk of the Aspiro group, after considering the correlation between the various currencies, was SEK 1.95 m.

Based on year-2009 operating revenues and operating expenses in foreign currency, a 5 percentage point depreciation or appreciation of the Swedish krona against other currencies would exert an annualized change in EBITDA of some SEK +/–0.002 m. A 5 percentage point depreciation/appreciation against the group's most important currency, the NOK, would imply an annualized change in EBITDA of some SEK +/- 0.8 m.

As of 31 December, the division of the group's accounts receivable by currency was as follows:

	Group		Parent Company	
SEK 000	**2009**	**2008**	**2009**	**2008**
Division by currency				
NOK	53,563	42,118	–	–
SEK	7,922	11,569	61	174
DKK	5,637	2,341	–	–
EUR	15,348	6,884	243	660
LVL	2,236	4,787	–	–
USD	1,384	2,053	438	1,764
EEK	2,418	3,632	–	–
LTL	1,193	9,068	–	–
Other currencies	78	359	39	247
Total	**89,779**	**82,811**	**781**	**2,845**

As of 31 December, the division of the group's accounts payable by currency was as follows:

	Group		Parent Company	
SEK 000	**2009**	**2008**	**2009**	**2008**
Division by currency				
NOK	16,409	8,072	663	984
SEK	4,109	7,864	3,204	4,624
DKK	1,924	1,128	81	131
EUR	2,970	3,373	1,485	2,442
LVL	843	711	–	10
USD	160	90	–	84
EEK	791	2,009	5	–
LTL	389	711	11	–
Other currencies	223	380	223	394
Total	**27,818**	**24,338**	**5,672**	**8,669**

Credit Risk

The group is only subject to credit risks in accounts receivable, which are managed in each subsidiary. The value of these receivables gross before impairment for doubtful debt was SEK 91,969,000 (84,883,000). Because the majority of receivables are from major telecom operators, the credit risk is low. Individual credit checks are conducted for new customers. No collateral has been received for these receivables. Three Scandinavian and one German telecom operator represent 50% of total accounts receivable.

	Group		Parent Company	
SEK 000	**2009**	**2008**	**2009**	**2008**
Age Analysis of Accounts Receivable				
Not overdue	74,153	71,711	524	920
Overdue 0-30 days	1,398	6,463	–162	786
Overdue 31-120 days	12,577	4,546	276	579
Overdue > 120 days	3,841	2,163	580	997
Total	**91,969**	**84,883**	**1,218**	**3,282**

		Group	Parent Company	
SEK 000	**2009**	**2008**	**2009**	**2008**
Doubtful debt, change				
Opening balance	2,072	2,285	437	437
Translation differences	83	25	–	–
Doubtful debt	925	324	–	–
Bad debt	–	–37	–	–
Reversed unutilized amounts	–890	–525	–	–
Closing balance	**2,190**	**2,072**	**437**	**437**

No other financial assets have been subject to impairment.
Deferred income and other receivables are not overdue.

Carrying amounts and fair values of the group's financial assets and liabilities are as follows:

	Carrying Amount	**Fair Value**	**Carrying Amount**	**Fair Value**
	2009	**2009**	**2008**	**2008**
Financial assets *				
Other long-term receivables	96	96	61	61
Accounts receivable	89,779	89,779	82,811	82,811
Other short-term receivables and accrued income***	33,766	33,766	23,299	23,299
Cash and cash equivalents	57,881	57,881	92,429	92,429
Financial liabilities **				
Accounts payable	27,818	27,818	24,338	24,338
Other current liabilities and accrued expenses***	78,544	78,544	81,345	81,345

Carrying amounts and fair values of the parent company's financial assets and liabilities are as follows:	Carrying Amount 2009	Fair Value 2009	Carrying Amount 2008	Fair Value 2008
Financial assets *				
Receivables from group companies	71,417	71,417	42,383	42,383
Accounts receivable	781	781	2,845	2,845
Other short-term receivables and accrued income***	1,277	1,277	3,920	3,920
Cash and cash equivalents	21,316	21,316	28,179	28,179
Financial liabilities **				
Liabilities to group companies	25,501	25,501	14,318	14,318
Accounts payable	5,672	5,672	8,669	8,669
Other current liabilities and accrued expenses***	13,864	13,864	15,070	15,070

* Cash and cash equivalents are categorized as saleable financial assets. Other financial assets are categorized as loan receivables and accounts receivable.
** All financial liabilities are categorized as other liabilities and measured at amortized cost.
*** Accrued income and accrued expenses are stated in Notes 11 and 14 respectively.

The undersigned hereby certify that the Consolidated Accounts and Annual Accounts have been prepared in accordance with the international accounting standards referred to in Regulation (EC) No. 1606/2002 of the European Parliament and of the Council of 19 July 2002 on the application of international accounting standards and generally accepted accounting principles in Sweden and give a true and fair view of the group's and parent company's financial position and results of operations. The Directors' Report of the group and parent company give a true and fair view of the group's and parent company's operations, financial position and results of operations and state the significant risks and uncertainty factors facing the parent company and group companies.

The Annual Accounts and Consolidated Accounts were approved for issuance by the Board of Directors on 14 April 2010. The Consolidated Income Statement and Balance Sheet and the Parent Company Income Statement and Balance Sheet will be subject to adoption at the Annual General Meeting on 20 May 2010.

Malmö, Sweden, 14 April 2010

Mats Alders, Chairman of the Board

Peter Pay, Board member

Christian Ruth, Board member

Nils Petter Tetlie, Board member

Lars Boilesen, Board member

Gunnar Sellæg, Chief Executive Officer

My Audit Report was submitted on 14 April 2010

Johan Thuresson
Authorized Public Accountant

Annual General Meeting 2010

Time and location

Aspiro's AGM (Annual General Meeting) 2010 will be held at 2:00 p.m. on Thursday, 20 May 2010 at Östermalmsgatan 87D, Stockholm, Sweden.

Who can participate?

For entitlement to participate and vote at the AGM, stockholders must be:
- Included in the share register maintained by Euroclear Sweden AB (previously VPC, the Swedish Central Securities Depository & Clearing Organization);
- Notify the company.

How can I be included in the share register?

Shares can be recorded in the share register maintained by Euroclear AB in the name of the stockholder or their nominee. For entitlement to participate at the Meeting, stockholders with nominee-registered holdings must request temporary re-registration of their shares in their own name. Registration should be complete by no later than Friday, 14 May 2010. Please note that this procedure also applies to stockholders that utilize bank custody departments and trade on the Internet.

How do I notify the company?

Notifications of participation should be made to the company by no later than 4 p.m. on Friday 14 May 2010. Notifications can be made directly on Aspiro's website www.aspiro.com, by mail to Aspiro AB, "AGM", Gråbrödersgatan 2, SE-211 21 Malmö, Sweden, by phone on +46 (0) 40 630 0300, by fax: +46 (0)40 579771 or by e-mail: shareholdersmeeting@aspiro.com. Notifications should state stockholders' names, personal or corporate identity numbers, addresses and phone numbers, number of shares and number of assistants (maximum two) that stockholders wish to bring to the AGM.

If participation is through power of attorney, the company should have received such power of attorney before the AGM.

Financial Information in 2010

Aspiro will publish the following financial information for 2010:

Q1 Interim Report	12 May 2010
AGM 2010	20 May 2010
Q2 Interim Report	12 August 2010
Q3 Interim Report	11 November 2010
Year-end Report 2010	18 February 2011
Annual Report 2010	April 2011

IR Contacts

Aspiro maintains updated information at www.aspiro.com. The company can also be contacted by e-mail at inbox@aspiro.com, by phone on +46 (0)40 630 0300, fax +46 (0)40 57 97 71 or by mail:

Aspiro AB (publ)
Investor Relations
Gråbrödersgatan 2
SE-211 21 Malmö, Sweden

Subscribers to information via e-mail will receive these reports direct via email. This Annual Report will be sent to those stockholders that request it.

Audit Report

To the Annual General Meeting of Aspiro AB (publ)
Corporate identity number 556519-9998

I have audited the annual accounts, the consolidated accounts, the accounting records and the administration of the Board of Directors and the Chief Executive Officer of Aspiro AB (publ) for the financial year 2009. The annual accounts and the consolidated accounts of the company are included in the printed version of this document on pages 35-70. The Board of Directors and the Chief Executive Officer are responsible for these accounts and the administration of the company as well as for the application of the Annual Accounts Act when preparing the annual accounts and the application of IFRS (International Financial Reporting Standards) as endorsed by the EU and the Annual Accounts Act when preparing the consolidated accounts. My responsibility is to express an opinion on the annual accounts, the consolidated accounts and the administration based on my audit.

I conducted my audit in accordance with generally accepted auditing principles in Sweden. Those standards require that I plan and perform the audit to obtain reasonable assurance that the annual accounts and the consolidated accounts are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the accounts. An audit also includes assessing the accounting principles used and their application by the Board of Directors and the Chief Executive Officer and significant estimates made by the Board of Directors and the Chief Executive Officer when preparing the annual accounts and consolidated accounts as well as evaluating the overall presentation of information in the annual accounts and the consolidated accounts.

As a basis for my opinion concerning discharge from liability, I examined significant decisions, actions taken and circumstances of the company in order to be able to determine the liability, if any, to the company of any Board member or the Chief Executive Officer. I also examined whether any Board member or the Chief Executive Officer has, in any other way, acted in contravention of the Companies Act, the Annual Accounts Act or the Articles of Association. I believe that my audit provides a reasonable basis for my opinion set out below.

The annual accounts have been prepared in accordance with the Annual Accounts Act and give a true and fair view of the company's financial position and results of operations in accordance with generally accepted accounting principles in Sweden. The consolidated accounts have been prepared in accordance with IFRS as endorsed by the EU and the Annual Accounts Act and give a true and fair view of the group's financial position and results of operations. The statutory Directors' Report is consistent with the other parts of the annual accounts and the consolidated accounts.

I recommend to the Annual General Meeting that the Income Statements and Balance Sheets of the parent company and the group be adopted, that the profits of the parent company be dealt with in accordance with the proposal in the Directors' Report and that the members of the Board of Directors and the Chief Executive Officer be discharged from liability for the financial year.

Malmö, Sweden, 14 April 2010
Johan Thuresson
Authorized Public Accountant

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