

Stampen AB
Corporate ID No 556308-4630

Annual Report and consolidated financial statements for financial year 2009

The Board of Directors and the CEO submit the following Annual Report and consolidated financial statements.

Contents	Page
– Administration Report	2
– Consolidated income statement	12
– Consolidated balance sheet	13
– Changes in equity – Group	15
– Statement of cash flows – Group	17
– The Parent Company's income statement	17
– The Parent Company's balance sheet	18
– The Parent Company's changes in equity	20
– Statement of cash flows for the Parent Company	21
– Notes, common to Parent Company and Group	22

Unless otherwise specified, all amounts are in SEK thousands. Information in parenthesis relates to the preceding year.

Administration report

The consolidated financial statements and other information on the Group cover the following companies:

Parent Company:	Stampen AB
Subsidiaries:	See Note 39
Associates:	See Note 20

Ownership

Peter Hjärne, family and companies

74% share of votes

65% share of capital

The family of Marika Cobbold

13% share of votes

14% share of capital

Sven Nordgren and family

11% share of votes

14% share of capital

Other

2% share of votes

7% share of capital

Information on the operation

Stampen AB is the parent company of a Group which includes newspaper, printing and distribution operations. Stampen AB also has shareholdings in other media operations, such as websites and news agencies.

The parent company deals with joint group functions, such as management, finance, HR, purchasing, IT and legal issues. At the end of 2009, the parent company had a staff of 14. Stampen AB is a subsidiary of Skäreleja AB (Corporate ID number 556484-3158), which holds 52.6 % of the votes.

Business areas Göteborgs-Posten, V-TAB, Liberala Tidningar/Promedia and Mediabolaget Västskusten represent the greatest part of the Stampen Group. The Group also includes business areas GISAB and Stampen Media Partner, as well as the remaining operations Samedio Affärsservice, Stampen Fastigheter and the development company Mktmedia.

Sales and results

Income totalled SEK 5,072 million, a fall of SEK 24 million.

Items affecting comparability with the income from previous years are:

– Business area GISAB, which was part of the Group for only one month last year, SEK 321 (24) million

– units acquired during 2009, SEK 33 (–) million

– capital gain on sale of radio operation, SEK 91 (–) million

– repayment of membership fee from TU, SEK 59 (–) million

An extremely unstable advertising trend has resulted in a major loss of income for the newspaper operations. All advertising markets have experienced a negative trend during the

year, with a drop in advertising revenue of SEK 360 million (20%) on the previous year for comparable units. A notable fact is that the economy has had a major impact on job adverts. The economy has also had a negative impact on printing plant operations, with a 6% fall in revenue on the previous year. Ongoing efforts to reduce costs, as well as several new deals, have, however, contributed to a strong result for the printing plant operation.

Focused efforts to restructure and improve the efficiency of the operations, in combination with the introduction of direct savings measures, have helped to limit the effects of the recession. The operating profit (EBITA) amounted to SEK 214 (269) million. The operating profit includes restructuring costs of SEK 53 (58) million, as well as non-recurring items in the form of capital gains from the radio sale of SEK 91 million and refund of membership fees from TU of SEK 59 million.

The profit after net financial items (EBT) was SEK 173 (154) million.

The Parent Company's revenue totalled SEK 51 (47) million, and the operating loss was SEK -51 (-53) million.

Significant events during the financial year

2009 was a dramatic year for the media sector, which was hit hard by the global financial crisis and the recession. The Stampen Group's strategy, with strong local brands in an efficient group structure, has benefited the Group even in the past year. The ongoing operation has also involved cost rationalisation measures, and this, in combination with a clear strategy, has created the impetus to move forward. The operations have focused on cash flow and on implementing both planned and new measures and cost savings.

Acquisitions and investments have been carried out as planned, with the focus on both long and short-term measures.

A few important notes on 2009

All advertising markets experienced a substantial decline during the year. Once the economy starts to recover, it will become evident how much of that can be attributable to the downturn in the economic cycle and how much to structural changes in the industry. The Stampen Group's belief in local journalism in close relationship with local people is, however, unshaken, and the focus is on broadening the number of available channels for local offers. The objective is to be number one in the local market, no matter the channel involved. It is, therefore, very encouraging that the core of the Stampen Group's operation, subscribed newspapers, continues to hold its own in circulation terms. A successful example is Göteborgs-Posten's investment in the expansion of its Sunday newspaper.

V-TAB's operation remains stable, with satisfactory results and cash flow. During the autumn, a heatset printing plant was acquired, which provides a welcome addition to the range. The new printing plant in Landvetter was completed before end of the year, with the capacity to print 96 full-colour pages at a rate of approximately 70,000 papers/hour. The plant came on stream in February 2010.

Mobiento, the leading mobile marketing player in the Nordic region, was acquired by the Stampen Group in July. The company has performed well during the year, and has reported strong growth. It is pleasing that Mobiento has achieved strong international recognition, including winning the MMA Global Mobile Marketing Award. Mobiento is part of Stampen Media Partner, a company operating in the areas of digital media and expanding media, with companies such as Familjeliv, SvenskaFans and Appelberg in its portfolio.

The launch of the Mktmedia Internet platform has been completed and the websites of all the Group's media companies now use the same technical platform. This has laid the foundation for efficient joint business development. The investment in a mobile platform is continuing, and 47 newspapers can already do business using Mktmobil as a client channel. In 2010, Mktmedia will be carrying out a number of trials with paid-for editorial content.

Work is underway, in partnership with selected brand advertisers, to examine and define future models for building strong client relations. The programme goes under the name of Kundfokus (Client Focus). In 2009, the work resulted in a number of successful trials, and more will be carried out in 2010.

Last summer, the new employers' organisation, Medieföretagen, was formed, and TU changed to being a dedicated trade association. As part of the changes to the organisation, TU refunded the membership fees paid by members in the past.

Changes were made to Stampen's Board of Directors when Lars Hjärne retired after 49 years and Lennart Hörling, CEO of Nya Lidköpings-Tidningen and Lidköpingspress, was elected in his place. Boine Gepertz was appointed CEO of Mediabolaget Västskusten.

Business Areas

Göteborgs-Posten

Göteborgs-Posten is Sweden's second-largest morning newspaper, with over 600,000 readers. GP disseminates news 24 hours a day via the printed paper, Internet, online TV and mobile services. The newspaper enjoys a leading position in the region, in respect of both reach and advertising revenue. The newspaper's reach is clearly the greatest among Swedish city newspapers, and the reach of the digital channels, primarily the mobile channel, is expanding rapidly. The sharp downturn in the economy hit Göteborgs-Posten's advertising revenue hard. Like all the other metropolitan newspapers, GP experienced a substantial drop in advertising revenue in 2009, primarily in the areas of job and brand adverts. In total, advertising revenue fell by SEK 198 million compared with the same period in 2008. Circulation fell slightly, but the circulation revenue increased by SEK 6 million.

Thanks to the attention paid to costs, the deterioration in results compared to the preceding year was limited. The cost of production, distribution, staffing and other operating expenses fell by SEK 70 million compared with 2008.

Non-recurring items which improved results include the refund of TU fees and the sale of a property in London which generated SEK 27 in total. The result was, however, affected by non-recurring expenses of SEK 8 million, primarily associated with staff reductions.

Sales in 2009 totalled SEK 1,153 (1,323) million. The operating loss (EBITA), before restructuring costs, amounted to SEK -6 million, compared with a profit of SEK 90 million in 2008.

Promedia

Promedia's geographical focus is the Mälardalen and Bergslagen areas. The operation covers 14 local newspapers, distribution and digital communication, as well as registration and quality control of television and newspaper advertising. In addition to the operations of Mediabolaget Promedia i Mellansverige AB, the business area also covers the owner companies VLT AB and Liberala Tidningar i Mellansverige AB.

During the first six months, cost-cutting measures totalling SEK 50 million were implemented, in response to the sharp downturn in the economy. A structural programme aimed at improving results by SEK 100 million per year was also completed during the year. The benefits of these programmes have been realised steadily, and will be achieved fully in 2010.

In 2009, the business area had sales of SEK 1,247 (1,357) million with an operating profit (EBITA) of SEK 32 (55) million, including non-recurring items relating to the sale of radio operations of SEK 33 million and the refunding of TU fees of SEK 19 million. The fall in sales is due to a drop in advertising revenue. The operating profit (EBITA) does not include restructuring costs of SEK 18 (23) million.

With the aim of improving financial results, a joint decision was taken with the sister company GISAB at the end of the year to regroup operations on a geographical basis. The change creates better opportunities and improves the companies' positions in the respective markets.

GISAB

GISAB is currently operating 35 local free magazines distributed to households in the Greater Stockholm area. The weekly circulation is 1.1 million copies.

The positive trend in 2009 is based on GISAB's efforts, during the boom, to systematically reduce costs and increase efficiency within the company.

At the end of 2009, decisions were taken on a number of structural deals between GISAB and Promedia, which means that GISAB will increase its focus on the Stockholm markets. Structuring the operations from a geographical perspective has also generated new opportunities for expansion and improved the financial result.

GISAB reported an operating profit (EBITA) before restructuring costs of SEK 36 (1) million, with a margin of 11%. Sales amounted to SEK 321 (24) million.

Mediabolaget Västskusten

Mediabolaget Västskusten incorporates five local media companies: Hallandsposten, Hallands Nyheter, TTELA, Bohusläningen and Strömstads Tidning. Media channels include subscribed morning newspapers, free newspapers, websites, online TV and mobile services. The recession has resulted in a substantial fall in advertising revenue, a fall which started in summer 2008. The loss of income was greatest in job adverts (a drop of 50%), while the classified auto and property markets, as well as sales on the national market, fell by around 25%. The impact on the local retail market was not as great. In total, advertising revenue fell by SEK 45 million or 14%, while circulation rose by 1%.

The synergy-related measures implemented after the formation of Mediabolaget Västskusten in 2007 achieved full impact on costs in 2009. Short-term savings were also implemented during the year, in response to falling income. New investment in digital media, a substantial increase in the price of newsprint, and a more normal increase in the cost of wages and distribution etc., means that the overall drop in costs was only just over 1%. The results include non-recurring items totalling SEK 30 million in the form of a capital gain from the sale of the radio operations and the refunding of TU fees.

Sales totalled SEK 555 million (625). The operating profit (EBITA), before restructuring costs of SEK 9 million, was SEK 54 million, compared with SEK 70 million in 2008.

In June 2009, Boine Gepertz was appointed CEO and business area manager.

V-TAB

V-TAB is the largest print works group in the Nordic area, with eleven wholly-owned plants in nine locations in Sweden. V-TAB also owns 35% of Markbladet Tryckeri AB.

In the latter part of the year, V-TAB acquired a book printing operation in Avesta and heatset print works in Södertälje. In December, production commenced at the newly-built plant in Landvetter and, as result, the year has seen changes to capacity and staffing levels.

Sales amounted to SEK 1,895 (1,984) million. Capacity utilisation at the plants was around 10% lower than in the previous year. The operating profit (EBITA) before restructuring costs was SEK 150 million, which is at the same level as in the previous year. Restructuring costs include the winding up of the plant in Aröd at a cost of SEK 13 million.

Stampen Media Partner

Stampen Media Partner manages the Group's development in Social Media (Familjeliv, Bröllopstorget, SvenskaFans och Odlå), Corporate Media (Appelberg och Dobb Production) and Mobile Media (Mobiento och Adiento). The business area has a staff of 120, and offices in Sweden, Norway, Denmark, Poland and China.

In 2009, Mobiento, the leading mobile marketing player in the Nordic region, was acquired. The company has performed extremely well during the year, with growth of 40 percent and a positive operating margin. During the year, several companies in Stampen Media Partner won industry awards. Internet-world nominated Familjeliv Sweden's best community, and

SvenskaFans Sweden's best sports site. Mobiento was the joint winner of the best mobile campaign category alongside Adidas at the MMA Global Awards in Los Angeles. At the Guldblad Gala, Appelberg was, alongside Telenor, the joint winner of the Guldbladet award in the "newcomer of the year" category, as well as the Silverbladet award in the "best cover" category.

The downturn in the advertising cycle in 2009 resulted in a temporary stagnation of growth for the business area. All companies did, however, manage to retain or increase their market share, which generated an operating profit (EBITA), before restructuring costs, of SEK 7 (12) million. Sales amounted to SEK 141 million (123).

Other operations

Mktmedia

Mktmedia is a development company tasked with identifying new sources of revenue for the companies in the Stampen, MittMedia, Eskilstuna-Kuriren and Nya Lidköpings-Tidningen media groups.

In 2009, Mktmedia completed and delivered Mktwebb, the most extensive coordination project ever for Swedish media companies. Mktwebb is a joint Internet platform which is now used by 32 Swedish media companies and 47 newspaper titles in total.

The investment in a mobile platform is also beginning to achieve its objective of providing a comprehensive solution for the newspapers' mobile services and reader/advertiser concept. 47 newspapers can already do business using Mktmobil as a client channel and catalyst.

Adaptation to the mobile platform is not just about technology, but it is also a new approach to business, with more than 20 different mobile services available. In 2009, a business development process was also established for all media companies within Mktmedia.

Radio operations

Since January 2009, the Stampen Group has been a shareholder in the German media group ProSiebenSat 1's Swedish radio operation, SBS Radio. The Stampen Group owns 20% of SBS Radio. The radio operation experienced positive growth in 2009 compared with the previous year, despite the harsh economic climate. The Stampen Group received shares in SBS Radio in exchange for the radio operation previously carried on by the Stampen Group under its own name and in partnership with MTG Radio. On the basis of the agreements signed by the Stampen Group and the owners of SBS Radio, a valuation of the shareholdings in SBS Radio has been carried out. The value has been set at SEK 100 million, which has a positive effect on profit or loss of SEK 91 million. The results trend in SBS Radio is creating excellent opportunities for increased value in the long term.

Samedio Affärsservice

Samedio Affärsservice develops and standardises efficient business services in the IT, finance, salary services, property services and purchasing areas.

By incorporating operations/companies added to the group, economies of scale and cost synergies will be achieved for the Stampen Group.

VTD

VTD is responsible for the distribution of morning newspapers throughout large areas of western Sweden. The operation is divided into two business areas; distribution and logistics. Ownership of VTD is currently split equally between seven morning newspapers (Alingsås Tidning, Bohusläningen, Borås Tidning, Göteborgs-Posten, Hallandsposten, Nya Lidköpings-Tidningen, TTELA). The total distribution operation covers around fifty different titles. The operation performed very well in the areas of quality and results, and exceeded the 2009 targets for improvements and savings. The next step is underway, and involves the

transition to a new organisation and distribution model, with the introduction of branches and a stronger night organisation.

Investments, liquidity and financial position

Investments

The Group's investments in intangible and tangible assets amounted to SEK 312 (180) million. Investments in shares and participations through the Parent Company and subsidiaries totalled SEK 289 (674) million.

The Group's total investments during the period amounted to SEK 601 (854) million.

The Parent Company's investments, in intangible and tangible assets, were SEK 0 (2) million, and in shares and participations, SEK 10 (4) million.

Financial position and liquidity

The Group's cash and cash equivalents at the end of the period totalled SEK 213 (437) million, and there were unutilised bank overdraft facilities of SEK 159 (172) million.

The Group's equity/assets ratio was 33 percent.

The Parent Company's cash and cash equivalents at the end of the period amounted to SEK 164 (261) million, and there were unutilised bank overdraft facilities of SEK 156 (170) million.

The Parent Company's equity/assets ratio was 52 percent.

Staff

2009 saw the development of a strategy aimed at improving the supply of skilled staff and the sharing of knowledge between all companies in the Stampen Group. The various companies within the group have worked continuously on equality issues, which has resulted in a group-wide equality policy.

The Stampen Group's first joint trainee programme was set up in spring 2009, for the purpose of improving the group's access to leaders and specialists, both in the long and short term. Another aim is to use group-wide projects to create better understanding of the whole business chain. The trainee programme is, alongside Stampen's Leadership Programme, part of an investment in skills development, which is one of five areas upon which the Stampen Group will focus until 2014.

Corporate governance

Stampen AB's corporate organs consist of the shareholders' meeting, the Board of Directors, the CEO and the auditor. At the annual general meeting, the shareholders elect a Board of Directors and an auditor. The Board appoints the CEO. The auditor reviews the annual report and the administration of the company by the Board of Directors and the CEO.

Shareholders' meeting

The shareholders' meeting is Stampen AB's highest decision-making body. At the shareholders' meeting, the company's income statements and balance sheets are adopted, resolutions are passed on dividends, the Board of Directors is elected and, where appropriate, an auditor. Other statutory matters are considered and decisions are taken on proposals from the Board of Directors and from shareholders. The annual general meeting was held on 6 May 2009. All shareholders are also invited, on a regular basis, to discuss matters, especially of long-term strategic direction.

The Board of Directors

The Board of Directors has ultimate responsibility for the company's organisation and management, and also deals with decisions on strategic issues. The work of the Board is carried out in accordance with an annual formal plan. Every meeting follows an agenda which, together with the appropriate background documentation, is sent to every member of the Board in ample time before each Board meeting. In general, the Board deals with significant issues; strategies, decisions on major acquisitions and investment, borrowing and the signing of agreements of an exceptional nature. Everything is done in accordance with the formal work plan and instructions to the CEO adopted by the Board.

In 2009, Stampen AB held five ordinary meetings of the Board, in addition to the inaugural meeting. At one Board meeting, the company's auditors report their observations, based on an examination of the Group's management and accounting documents.

The Board of Directors of Stampen AB incorporates the following committees:

HR and Remuneration Committee

Finance Committee

Acquisition Committee

Nomination Committee

The Nomination Committee is appointed by the annual general meeting, with the primary task of selecting candidates for membership of the Board of Directors of Stampen and of the Boards of the central Group companies.

A Chair is elected from within the Board of Directors.

CEO

The CEO is Tomas Brunegård. He is responsible for day-to-day management of the operation, on the basis of the instructions to the CEO adopted by the Board of Directors. He also heads the work of the corporate management team, and makes decisions in partnership with other members of the corporate management team.

Corporate Management Team/Group Coordination Team

Stampen AB has a corporate management team consisting of seven members. This group works primarily on issues relating to the parent company Stampen AB, and also prepares a number of general issues defined in a number of policies adopted for the group as a whole. The group also has a group coordination team consisting of seventeen members who work on certain group-wide issues. The team includes the CEO of the parent company, the CFO and all business area managers.

Important events after the end of the financial year

After the end of the period, V-TAB's print works property in Härryda was sold to Hemfosa Fastigheter AB. V-TAB will remain as a tenant with a long-term leasing contract. The building covers around 10,000 square metres, with entry on 1 March 2010.

No other events which can be regarded as important have taken place between the balance sheet date and the date on which the annual report was signed.

Transition to reporting in accordance with IFRS

With effect from 1 January 2009, the Stampen Group applies International Financial Reporting Standards (IFRS). All comparison figures have been recalculated in accordance with IFRS 1. Further information on the effects of the transition to IFRS on the information

for the comparison period is given in Note 36. The Group's transition to IFRS did not involve any changes in accounting policy for the Parent Company.

The Parent Company has, however, in connection with the transition to IFRS, chosen to recognise all pension obligations as liabilities. In previous years, these were treated as memorandum items.

Future trends and risks

The Swedish media market is in a continuous period of restructuring. A combination of new technology and greater globalisation is expanding the scope of structural changes.

Stampen's newspapers and international players, such as Google and Facebook, are now well-established operators at a local level. Mobile operators are actively involved in several markets traditionally occupied by newspaper companies. More internet-based products and applications are reaching the market at increasing speed. This can even happen as part of a single event, at international, national and local level.

An extended recession will speed up progress and will place great demands on our organisation's ability to constantly reinvent and improve its operations. Printed newspapers are undergoing constant renewal to meet the demands of readers and advertisers. In combination with investment in a clear online presence, this will enable newspapers to defend their reach. An international comparison shows that Swedish newspapers are investing heavily in product development, and the Stampen Group is performing well in this area.

V-TAB's dependence on sales to newspapers published by the printing group's corporate owners is falling. There has been great progress in several new areas, such as advertising and signs. V-TAB has also laid the groundwork for an entry into the heatset product market, which broadens the company's offer and improves V-TAB's market position.

The acquisition of GISAB in 2008 represents a breakthrough for the Stampen Group in the market for free newspapers. GISAB publishes a large number of once-a-week newspapers in the Greater Stockholm area, as well as parts of the Mälardalen area. The Mitt-i newspapers have provided the Stampen Group with a strong foothold in Stockholm. GISAB has also performed well during the recession.

The Stampen Group is working continuously to reduce its dependence on traditional newspaper and print works operations. The investment in Mktmedia AB and Stampen Media Partner AB should be considered in light of this. The creation of a balance between traditional and growth operations is a central, strategic challenge the group faces in the future. Willingness to pay for adverts outside the traditional printed newspapers does, however, remain low.

The Stampen Group's expansion is based on extensive collaboration with businesses and private individuals. The group structure is complex, with several part-owned companies and sub-groups, which require action from the management team and strong support in areas such as finance, legal issues, HR and IT.

The Stampen Group's exposure to financial risks is limited. Continuous liquidity planning along with an established liquidity reserve, reduces liquidity risk. A maturity structure for loans and credit facilities that is relatively even over time, with an equity/assets ratio above 30 percent, limits finance risk. Interest rate risk is relatively low, since loans at variable interest amounted to only 22 percent of borrowings on the reporting date. The average fixed-interest period is 1.8 years, and is in line with the maturity structure. Currency fluctuations have little impact on the Group's operations, and the rule is that all transaction exposure is hedged.

Environmental impact

The Group carries on licensable and notifiable operations, which are reported in the appropriate company's annual report. The licensable and notifiable operations are carried on by the subsidiary V-TAB and all its subsidiaries.

The Stampen Group has adopted a group-wide environmental policy. Guidelines on how the environmental work is to be carried out have been drawn up for the Stampen Group's subsidiaries, and an ISO 14001-compliant environmental management system is currently being implemented throughout the Group. At the end of 2009, the following Stampen Group companies had achieved certification:

- Stampen AB
- Samedio
- Göteborgs-Posten
- Norrtelje Tidning
- V-TAB
- Prolog

Proposed appropriation of profits

The following profits are at the disposal of the annual general meeting:

Profit brought forward	814 887 269
Profit for the year	<u>11 787 218</u>
	<u>826 674 487</u>

The Board of Directors proposes that the profits be allocated as follows:

distributed to shareholders, SEK 48 per share, total	24 003 456
carried forward	<u>802 671 031</u>
	<u>826 674 487</u>

The proposed dividend reduces the Group's equity/assets ratio from 33.3 percent till 33.0 percent. In the Board's opinion, the proposed dividend will not prevent the company from fulfilling its obligations in the short and the long term, nor from implementing the necessary investments. The proposed dividend can, therefore, be justified with regard to the provisions of Chapter 17 § 3 sections 2–3 of the Companies Act.

Multi-year comparison

	2009	2008	2007	2006	2005
<u>Group</u>					
Total income	5 072	5 096	5 057	3 016	1 778
Growth (%)	-1	1	68	70	9
Operating profit (EBIT)	214	269	563	225	85
Operating margin (%)	4	5	11	7	5
Profit after financial items (EBT)	173	154	511	184	122
Profit for the year	156	176	216	93	86
Balance sheet total	5 669	5 586	4 869	3 236	3 130
Return on total assets (%)	4	5	15	8	7
Return on capital employed (%)	6	8	20	10	9
Return on equity (%)	8	9	36	20	22
Debt/equity ratio (multiple)	2	2	2	3	4
Equity/assets ratio (%) *	33	31	41	26	22
Cash and cash equivalents	213	437	435	222	305
Net debt	1 442	1 064	812	1 008	1 159
Cash flow from operating activities	271	315	399	297	239
Investments, intangible/tangible assets	312	181	154	83	41
Investments, financial assets	289	674	331	92	901
Average number of employees, Group	4 537	4 311	3 495	1 461	940
<u>The Parent Company</u>					
Total income	51	47	41	18	11
Operating profit (EBIT)	-51	-53	-44	-36	-4
Profit after financial items (EBT)	-18	-6	441	26	15
Balance sheet total	1 680	1 770	1 540	1 220	993
Equity/assets ratio (%) *	53	51	57	31	32

* Calculations on and after 1 January 2008 made at a tax rate of 26.3%.

The information for 2007–2005 is reported in accordance with the former accounting policies. The most common differences from IFRS are described in Note 36.

For key ratio definitions, see Note 41.

Consolidated income statement

	Note	2009	2008
Operating Income	5	4 882 202	5 052 236
Advertising tax		-17 054	-19 040
Other income	6, 7	<u>206 840</u>	<u>62 552</u>
Total operating income		5 071 988	5 095 748
Operating expense			
Production costs	8	-1 265 219	-1 294 269
External distribution costs		-255 322	-263 031
Other external expense	9, 10	-746 513	-761 278
Personnel costs	8	-2 405 385	-2 315 193
Depreciation/amortisation and impairment	11	-184 365	-188 047
Other operating expense	12	<u>-1 556</u>	<u>-655</u>
Total operating expense		-4 858 360	-4 822 473
Participation in results of associates after tax		757	-4 451
Profit/loss from Financial Items		214 385	268 824
Profit/loss from other investments held as assets	13	12 740	-14 199
Other interest income and similar profit/loss items	14	3 818	20 523
Interest expense and similar profit/loss items	14	<u>-57 727</u>	<u>-120 975</u>
Total profit/loss from financial items		-41 169	-114 651
Profit before tax		173 216	154 173
Income tax	15	-17 295	22 039
Profit for the period		155 921	176 212
Attributable to the Parent Company's shareholders		66 021	71 953
Non-controlling interests		89 900	104 258
Profit for the period		155 921	176 212
Other comprehensive income			
Hedge accounting net after tax		-21 899	-
Financial assets available-for-sale net after tax		<u>51 500</u>	-
Other comprehensive income for the period, net after tax		29 601	0
Total comprehensive income for the period		185 522	176 212
Profit for the period attributable to: the Parent Company's shareholders		100 381	70 861
Non-controlling interests		85 141	105 351

Consolidated balance sheet	Note	2009-12-31	2008-12-31
Assets	16		
Non-current assets			
Intangible assets	17		
Computer software etc.		125 157	65 141
Goodwill		2 977 564	2 927 411
Customer contracts		38 243	42 926
Development work in progress in IT		14 188	25 434
Total intangible assets		<u>3 155 152</u>	<u>3 060 912</u>
Tangible assets	18		
Land and buildings		334 675	342 404
Construction in progress and advance payments for tangible assets, buildings		164 483	22 828
Printing machines and other plant and machinery		584 248	663 096
Equipment and IT equipment		77 296	76 864
Construction in progress and advance payments for tangible assets, printing machines etc.		<u>160 042</u>	<u>127 839</u>
Total tangible assets		<u>1 320 744</u>	<u>1 233 031</u>
Financial assets	19		
Holdings in associates	20	15 527	15 107
Financial assets available for sale	21	209 872	65 600
Other non-current receivables		<u>36 502</u>	<u>28 201</u>
Total financial assets		<u>261 901</u>	<u>108 908</u>
Total non-current assets		4 737 797	4 402 851
Current assets			
Inventories			
Raw materials and necessities		<u>40 862</u>	<u>55 354</u>
Total inventories		40 862	55 354
Current receivables			
Accounts receivable		530 289	499 580
Current tax assets		-	9 687
Receivables in associates		189	1 115
Derivatives	22	689	4 239
Other receivables		47 926	70 505
Prepaid expenses and accrued income	23	<u>98 410</u>	<u>105 404</u>
Total current receivables		<u>677 503</u>	<u>690 530</u>

Consolidated balance sheet	Note	2009-12-31	2008-12-31
Cash and cash equivalents	25	213 289	437 253
Total current assets		<u>931 654</u>	<u>1 183 137</u>
Total assets		<u>5 669 451</u>	<u>5 585 988</u>
Equity and liabilities			
Equity			
	26		
Share capital		5 001	5 001
Reserves		52 636	21 517
Profit brought forward		764 278	719 019
Equity attributable to the Parent Company's shareholders		821 915	745 537
Non-controlling interests		<u>1 073 671</u>	<u>1 011 159</u>
Total equity		1 895 586	1 756 696
Non-current liabilities			
Liabilities to credit institutions	27	1 412 180	1 307 372
Derivatives	22	15 683	12 274
Other liabilities	27	471 887	444 077
Provisions for pensions	28	72 001	68 991
Deferred tax	29	<u>169 510</u>	<u>198 550</u>
Total non-current liabilities		2 141 261	2 031 264
Current liabilities			
Accounts payable		359 114	337 930
Advance payments from customers		5 690	10 208
Liabilities to associates		72	2 801
Liabilities to credit institutions	27	242 719	193 673
Derivatives	22	14 209	15 011
Tax liabilities		3 731	-
Other liabilities	27	162 369	405 126
Subscription liability		326 514	304 175
Accrued expenses and deferred income	30	<u>518 186</u>	<u>529 104</u>
Total current liabilities		<u>1 632 604</u>	<u>1 798 028</u>
Total equity and liabilities		<u>5 669 451</u>	<u>5 585 988</u>
Pledged assets	31	2 082 522	1 846 628
Contingent liabilities	32	137	46 655

Changes in equity – group

	Share capital	Reserves	Profit brought forward	Total	Non- controlling interests	Total equity
Opening balance as at 1 January 2008	5 031	21 517	686 325	712 873	1 284 195	1 997 068
Total comprehensive income for the period	-	-	70 861	70 861	105 351	176 212
Buyback of own shares	-30	-	-5 970	-6 000	-	-6 000
Dividend	-	-	-32 197	-32 197	-	-32 197
Non-controlling interests' participation in dividends in sub- group	-	-	-	-	-65 537	-65 537
Non-controlling interests which arose on acquisition of businesses	-	-	-	-	42 020	42 020
Acquisition of non-controlling participations	-	-	-	-	-354 870	-354 870
Closing balance as at 31 December 2008	5 001	21 517	719 019	745 537	1 011 159	1 756 696
Opening balance as at 1 January 2009	5 001	21 517	719 019	745 537	1 011 159	1 756 696
Total comprehensive income for the period	-	31 119	69 262	100 381	85 141	185 522
Dividend	-	-	-24 003	-24 003	-	-24 003
Non-controlling interests' participation in dividends in sub- group	-	-	-	-	-25 249	-25 249
Non-controlling interests which arose on acquisition of businesses	-	-	-	-	2 620	2 620
Closing balance as at 31 December 2009	5 001	52 636	764 278	821 915	1 073 671	1 895 586

Consolidated statement of cash flows	Note	2009	2008
Operating activities			
Operating profit before financial items		214 385	268 824
Adjustment for items not included in cash flow			
-Depreciation/amortisation		184 365	188 047
-Gain/loss on sale of non-current assets		-100 325	-21 944
-Participation in results of associates		-757	4 451
-Other items		-1 099	9 557
Interest and dividends received		18 046	17 245
Interest paid		-68 112	-76 322
Income tax paid		<u>-49 083</u>	<u>-50 764</u>
Cash flow from operating activities before changes in working capital		197 420	339 094
Decrease/increase in inventories		14 492	-17 870
Increase receivables		10 242	41 655
Increase/decrease in liabilities		<u>48 465</u>	<u>-48 006</u>
Change in working capital		73 199	-24 221
Cash flow from operating activities		270 619	314 873
Investing activities			
Sale of tangible assets		-	372 201
Sale of financial assets		-	7 126
Sale of subsidiaries	33	2 408	49 845
Acquisition of intangible/tangible assets		-312 412	-180 659
Acquisition of financial assets		-761	-7 966
Acquisition of subsidiaries	34	<u>-288 420</u>	<u>-666 339</u>
Cash flow from investing activities		-599 185	-425 792
Financing activities			
Change in credit facilities utilised		13 127	460
Amortisation of liabilities to credit institutions		-133 273	-320 539
Borrowings		274 000	537 000
Dividend paid and repayment made to shareholders		-24 003	-38 197
Payment to non-controlling interests		<u>-25 249</u>	<u>-65 537</u>
Cash flow from financing activities		104 602	113 187
Cash flow for the year		-223 964	2 268
Cash and cash equivalents at start of year		<u>437 253</u>	<u>434 985</u>
Cash and cash equivalents at end of year	25	<u>213 289</u>	<u>437 253</u>
Unutilised bank overdraft facilities (limit granted SEK 226.5 million/SEK 226.5 million)		158 590	171 716
Total disposable cash and cash equivalents		371 879	608 969

The Parent Company's income statement	Note	2009	2008
Net sales	5	50,737	47,440
Other operating income		<u>66</u>	=
Total operating income		50,803	47,440
Operating expense			
Other external costs	9, 10	-65,632	-62,553
Personnel costs	8	-34,391	-35,980
Depreciation/amortisation and impairment of tangible and intangible assets	11	-1,940	-1,774
Total operating expense		-101,963	-100,307
Operating profit		-51,160	-52,867
Result from financial items			
Result from participations in subsidiaries	37	12,721	30,189
Result from participations in associates	37	31,695	28,317
Result from other securities and receivables held as non-current assets	13	2,737	7,863
Other interest income and similar profit and loss items	14	4,711	9,243
Interest expense and similar profit and loss items	14	<u>-18,626</u>	<u>-28,795</u>
Total result from financial items		33,238	46,817
Loss after financial items		-17,922	-6,050
Appropriations	38	29,969	-10,283
Tax on profit for the year	15	<u>-260</u>	<u>15,635</u>
Profit for the year		<u>11,787</u>	<u>-698</u>

The Parent Company's balance sheet	Note	2009-12-31	2008-12-31
Assets			
Non-current assets			
<u>Intangible assets</u>	17		
Computer software etc.		5,042	6,101
Development work in progress in IT		=	233
Total intangible assets		5,042	6,334
<u>Tangible assets</u>	18		
Equipment, tools, fixtures and fittings		709	958
Total tangible assets		709	958
<u>Financial assets</u>			
Participations in subsidiaries	19, 39	1,232,796	1,223,772
Receivables with subsidiaries	19	8,426	8,426
Holdings in associates	19, 20	4,022	4,022
Financial assets available for sale	19	62,982	27,000
Deferred tax assets	29	9,171	4,261
Other non-current receivables	19	<u>7,366</u>	<u>5,574</u>
Total financial assets		<u>1,324,763</u>	<u>1,273,055</u>
Total non-current assets		1,330,514	1,280,347
Current assets			
<u>Current receivables</u>			
Accounts receivable		3,152	-
Receivables from subsidiaries		178,024	208,163
Current tax assets		-	11,881
Other current receivables		15	903
Prepaid expenses and accrued income	23	<u>3,844</u>	<u>6,385</u>
Total current receivables		185,035	227,332
Cash and cash equivalents	25	<u>164,366</u>	<u>261,408</u>
Total current assets		<u>349,401</u>	<u>488,740</u>
Total assets		<u>1,679,915</u>	<u>1,769,087</u>

The Parent Company's balance sheet	Note	2009-12-31	2008-12-31
Equity and liabilities			
Equity			
<u>Restricted equity</u>			
Share capital	26	5,001	5,001
Other reserves		<u>64,892</u>	<u>29,225</u>
Total restricted equity		69,893	34,226
<u>Non-restricted equity</u>			
Profit brought forward		814,887	855,363
Profit for the year		<u>11,787</u>	<u>-698</u>
Total non-restricted equity		<u>826,674</u>	<u>854,665</u>
Total equity		896,567	888,891
Untaxed reserves	40	–	29,969
Non-current liabilities			
Other liabilities to credit institutions	27	301,700	259,500
Other non-current liabilities		<u>18,549</u>	<u>16,079</u>
Total non-current liabilities		320,249	275,579
Current liabilities			
Accounts payable		6,453	5,244
Liabilities to subsidiaries		395,457	522,335
Liabilities to credit institutions	27	34,200	34,400
Bank overdraft facilities	27	14,168	–
Current tax liabilities		75	–
Other liabilities		2,434	1,218
Accrued expenses and deferred income	30	<u>10,312</u>	<u>11,451</u>
Total current liabilities		<u>463,099</u>	<u>574,648</u>
Total equity and liabilities		<u>1,679,915</u>	<u>1,769,087</u>
Pledged assets	31	7,359	5,574
Contingent liabilities	32	24,375	4,286

The Parent Company's changes in equity

	Share capital	Statutory reserve	Fair value reserve	Profit brought forward and profit for the year	Total equity
Opening balance as at 1 January 2008 in accordance with adopted balance sheet from previous year	5,031	11,324	17,871	839,849	874,075
Effect of change in accounting policies	–	–	–	–5,595	–5,595
Opening balance as at 1 January 2008 adjusted in accordance with new accounting policies	5,031	11,324	17,871	834,254	868,480
Transfer to statutory reserve	–	30	–	–30	–
Buyback of own shares	–30	–	–	–5,970	–6,000
Dividend	–	–	–	–32,197	–32,197
Shareholders' contribution provided	–	–	–	–236	–236
Group contribution provided	–	–	–	–17,551	–17,551
Group contribution received	–	–	–	100,249	100,249
Tax on reported Group contribution	–	–	–	–23,156	–23,156
Profit for the year	–	–	–	–698	–698
Closing balance 31 December 2008	5,001	11,354	17,871	854,665	888,891
Opening balance as at 1 January 2009 adjusted in accordance with new accounting policies	5,001	11,354	17,871	854,665	888,891
Dividend	–	–	–	–24,003	–24,003
Shareholders' contribution provided	–	–	–	–1,285	–1,285
Group contribution provided	–	–	–	–26,800	–26,800
Group contribution received	–	–	–	7,140	7,140
Tax on reported Group contribution	–	–	–	5,170	5,170
Change in fair value reserve	–	–	35,667	–	35,667
Profit for the year	–	–	–	11,787	11,787
Closing balance 31 December 2009	5,001	11,354	53,538	826,674	896,567

Financial assets available for sale are recognised at fair value from the date of transition to IFRS

Statement of cash flows for the Parent Company	Note	2009	2008
Operating activities			
Operating profit before financial items		-51,160	-52,867
Adjustment for items not included in cash flow, etc.			
– Depreciation/amortisation		1,940	1,774
– Other items		678	2,369
Interest received and result from financial invest.		42,252	37,948
Dividends received from associates/subsidiaries		10,550	36,178
Interest paid		-18,626	-28,795
Income tax paid		=	-8,384
Cash flow from operating activities before change in working capital		-14,366	-11,777
Increase in receivables		-51,862	-77,292
Decrease in liabilities		-134,765	-46,955
Change in operating capital		-186,627	-124,247
Cash flow from operating activities		-200,993	-136,024
Investing activities			
Acquisition of tangible and intangible assets		-399	-1,590
Acquisition of financial assets		-315	-
Acquisition of subsidiaries	39	-10,050	-4,028
Sale of subsidiaries		88	478
Disposal/amortisation of other financial assets		=	5,000
Cash flow from investing activities		-10,676	-140
Financing activities			
Change in utilised bank overdraft facilities		14,168	-
Borrowings		42,000	240,000
Amortisation of liability		-	-34,400
Repayment to shareholders on reduction of share capital		-	-6,000
Group contribution and shareholders' contribution		82,462	94,137
Dividend paid		-24,003	-32,197
Cash flow from financing activities		114,627	261,540
Cash flow for the year		-97,042	125,376
Cash and cash equivalents at start of year		<u>261,408</u>	<u>136,032</u>
Cash and cash equivalents at end of year		<u>164,366</u>	<u>261,408</u>

Notes, common to Parent Company and Group

Note 1 General

Stampen AB, corporate ID number 556308-4630, is a joint-stock company registered in Sweden. The company's registered office is in Gothenburg. The company's principal operation and its subsidiaries are described in the Administration Report in this Annual Report. The consolidated financial statements for the financial year which ended on 31 December 2009 were approved by the Board of Directors on 19 April 2010 and will be laid before the Annual Gen Meeting on 5 May for adoption.

Note 2 Accounting policies

Stampen AB's consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS) and the interpretations by the International Financial Reporting Interpretations Committee (IFRIC) as at 31 December 2009 as approved by the EU, as well as the Annual Accounts Act (ÅRL) and RFR 1.2, Supplementary accounting rules for groups. Since the Group is not listed, IFRS 8 Segment Reporting and IAS 33 Earnings per share are not applied. This financial report is Stampen AB's first full financial report prepared in accordance with IFRS. In connection with the transition from the previous accounting policies to IFRS accounting, the group has applied IFRS 1, which is a standard describing how the transition to IFRS is to be handled. Note 36 gives a summary with explanations of how the transition to IFRS has affected the Group's financial performance and position.

The consolidated financial statements have been prepared using the acquisition method apart from revaluations of financial assets available for sale and financial assets and liabilities (including derivatives) measured at fair value through profit or loss.

The preparation of reports in conformity with IFRS requires the use of a number of important estimates for accounting purposes. Areas which involve a high degree of judgement, which are complex or are areas for which assumptions and estimates are of material significance for the consolidated financial statements are specified in Note 4.

The Parent Company applies the same accounting policies as the Group except for the cases specified below in the section "The Parent Company's accounting policies".

New and amended standards applied

The Group has chosen early application of the following

IAS 27 (Amendment), "Consolidated and separate financial statements". If a parent loses control, any residual holding its rear measured at fair value and a gain or loss is recognised in profit or loss.

IFRS 3 (revised), "Business combinations". The revised standard continues to prescribe that the acquisition method is used for business combinations but with a number of important changes. For example, all payments to purchase an operation are recognised at fair value on the acquisition date, while subsequent conditional consideration is classified as liabilities which are subsequently remeasured through profit or loss. Non-controlling holdings may either be measured at fair value or at the proportional share of control. All transaction costs in respect of acquisitions are expensed.

Standards, amendments and interpretations of existing standards where the amendment has not yet taken effect and which have not been applied in advance by the Group

The standards and interpretations of existing standards which have been published and which are obligatory for financial years beginning on or after 1 January 2010 are assessed as having no significant impact on the Stampen Group's financial statements unless otherwise stated below.

Consolidated financial statements

Subsidiaries

The consolidated financial statements include subsidiaries in which the Parent Company directly or indirectly has more than 50% of the votes or owns shares in the subsidiary and has a controlling interest through agreements. The subsidiaries are included in the consolidated financial statements on and after the date on which control was transferred to the Group and are not included in the consolidated financial statements on and after the date on which control ceases. Subsidiaries are accounted for in accordance with the acquisition method.

Acquired identifiable assets, liabilities and continued liabilities are measured at fair value on the acquisition date. Costs consist of the fair value of the assets given as consideration to the acquiree and the liabilities assumed as at the transfer date. Subsequent contingent consideration is classified as liabilities and remeasured thereafter through profit or loss.

The surplus which constitutes the difference between the cost of the acquired participations and total fair value of the acquired identifiable assets and liabilities is recognised as goodwill. If the cost is below the fair value of the net assets of the acquired subsidiary, the difference is recognised directly in the income statement. All transaction costs in respect of acquisitions are expensed.

All internal transactions between Group companies and inter-company transactions are eliminated in the consolidated financial statements.

Transactions with non-controlling interests

Non-controlling holdings in acquired businesses may be measured for each acquisition either at fair value or as a proportion of control. The effects of all transactions with non-controlling interests are recognised in equity if they do not lead to any change in control.

Associates

Associates are companies in which the Group exercises long-term significant influence without the partly-owned company being a subsidiary. Normally this means that the Group holds between 20 and 50% of the votes in these companies or otherwise has significant influence over operational and financial matters. The equity method of accounting is applied to associates, under which the carrying amount of the shares in the associate is equivalent to the Group's participation in the associate's equity and Group-wide goodwill and any other residual value of Group surplus and deficit. The Group's participation in the post-tax results of associates are recorded in the income statement as "Participations in the results of associates". In the consolidated balance sheet participation in associates are recognised under the Group's financial assets. The carrying amount of the holdings is normally changed in accordance with Stampen AB's participation in each company's results after tax less dividends received.

Translation of foreign currency

Functional currency and presentation currency

Items included in the financial statements for the various units in the Group are measured in the currency of the primary economic environment in which the company operates (functional currency). In the consolidated financial statements all amounts are translated into Swedish Kronor, which is the functional and presentation currency of the Parent Company.

Transactions and balance sheet items

Transactions in foreign currency are reported in the appropriate unit based on that unit's functional currency at the exchange rate on the transaction date. Monetary assets and liabilities in foreign currency are translated at the closing day rate and any exchange differences arising are included in profit or loss for the period. Exchange differences on operating receivables and operating liabilities are recognised in operating profit, while exchange differences on financial receivables and liabilities are recognised under financial income and expense.

Translation of foreign subsidiaries

In the preparation of consolidated financial statements, the balance sheets of foreign operations are translated into SEK at the closing day rate, while income statements are translated at the average exchange rate for the period. Translation differences which arise are recognised as a separate part of equity. Goodwill and adjustments to fair value attributable to the acquisition of operations with a functional currency other than SEK are treated as assets and liabilities in the currency of the acquired operation and are translated at the closing day rate.

Revenue recognition

Net sales

Invoiced sales which essentially cover advertisements (excluding advertising tax), subscriptions, printing and distribution services are recognised as net sales. Revenue is recognised in the income statement when it is probable that the future economic benefits will flow to the company and that these benefits can be measured with reliability. Revenue

includes only the gross inflow of economic benefits which the company receives or may receive on its own account. Revenue on the sale of goods and services is recognised on delivery in accordance with the terms of sale. Sales are reported net after VAT, discounts and selective duty where applicable. Advertising revenue is reported exclusive of advertising tax, while circulation revenue is recognised over the period to which the subscription payments relate.

Other operating income

Income from activities other than ordinary operations is recognised as other operating income.

Interest income

Interest income is recognised using the effective interest method. When the value of a receivable in the category loans and receivables has fallen, the Group reduces the carrying amount to the recoverable amount, which consists of estimated future cash flow, discounted by the original effective interest rate for the instrument, and continues to liquidate the discounting effect as interest income. Interest income on impaired loans and receivables is recognised at the original effective interest rate.

Dividend income

Dividend income is recognised when the right to receive payment is established.

Government subsidy

The Group receives three forms of government subsidy. The Press Subsidies Council pays a subsidy for the publication of audio newspapers. The subsidy is intended to defray costs and is recognised as revenue over the period in which the costs arise. The Group's newspapers also receive a government distribution subsidy for the joint distribution of newspapers at our place of publication. The distribution subsidy is administered by the Press Subsidies Council. The subsidy, which reduced the distribution expense in the income statement, has been periodised continuously over the periods in which the costs arise. In addition, the Group received a press subsidy for the publication of the Karlskoga-Kuriren, which is recorded as other operating income.

Lease agreements

A finance lease is a lease which transfers the economic risks and rewards incident to ownership of an object in all essentials from the lessor to the lessee. Leases which are not financial are classified as operating leases. An asset held under a finance lease is recognised as a non-current asset in the balance sheet and the corresponding financial liability is classified under interest-bearing liabilities. The initial value of both items is the lower of the asset's fair value or the present value of the minimum lease charges. The lease payments are divided between amortisation of liability and interest so that each accounting period is charged with an amount equivalent to a fixed interest rate on the liability recognised in the that period.

Lease charges paid under operating leases are expensed on a straight-line basis over the lease term.

Employee benefits

Employee benefits in the form of salaries, paid holidays, paid sick leave etc., as well as pensions, is recognised as they are earned. Pensions are classified as defined-contribution or defined-benefit pension plans.

Defined-contribution plans

For defined-contribution plans, the company pays defined contributions to a separate, independent legal entity, and has no obligation to pay additional contributions. The consolidated profit or loss is charged with expenses as benefits are earned, which normally coincides with the period during which the premiums are paid.

Defined-benefit plans

For defined-benefit pension plans, the cost of the pension commitments is calculated using the Projected Unit Credit Method, in which an actuarial calculation is made on each reporting date. Actuarial gains and losses which exceed 10% of the greater of the present value of the Group's pension commitments and the fair value of the plan assets are periodised over the expected average remaining period of service of the employees covered by the plan. Past service cost is recognised immediately to the extent that the benefits are already vested. If, on the other hand, the cost is conditional on the employees remaining in service for a stated period, the cost is allocated on a straight-line basis over the period until the benefits are vested. The liability recognised in the balance sheet in respect of defined-benefit pension plans is equivalent to the present value of the defined-benefit obligation on the reporting date minus the fair value of the plan assets, adjusted for non-recognised actuarial gains and losses for service during earlier periods. Special employer's contribution on pension costs is reported in accordance with UFR 4 Accounting for Special employer's contribution and tax on returns from pension funds. Within the Stampen Group, there are employees who have ITP occupational pension plans insured through PP Pension, which are classified as multi-employer defined-benefit plans. This means that the Group must report its proportional share of the defined-benefit obligations, as well as the plan assets and costs associated with the plan. PP Pension has informed the Group that this information cannot be provided, so the plan is reported as a defined-contribution plan in accordance with section 30 of IAS 19.

Share-related remuneration

The Group has share-related incentive programmes, which have been offered to certain key management personnel. These programmes consist of synthetic staff options.

The fair value of the synthetic options are recognised as a personnel cost with a corresponding increase in liabilities. The total cost recognised over the period giving rise to full entitlement is equivalent to the cash amount paid on settlement.

Income taxes

Reported income taxes include tax which is to be paid or received in respect of the current year, adjusted for the current tax of the preceding year and changes in deferred tax. All tax liabilities/assets are measured at nominal amount in accordance with the tax rules and tax rates enacted or substantively enacted.

For items recognised in profit or loss, the associated tax effects are also recognised in profit or loss. Tax effects of items recognised directly in equity are recognised in equity.

Deferred tax is calculated using the balance sheet method on all temporary differences which arise between the carrying amount and taxable value of assets and liabilities. The temporary differences have largely arisen through depreciation of buildings, revaluation of investments held as non-current assets, provisions for pensions and tax losses.

Deferred tax assets in respect of loss carry-forward or other future tax deductions are recognised to the extent that it is probable that there will be a future surplus against which the deduction can be utilised. Given the connection between accounting and taxation, the deferred tax liability on untaxed reserves is recognised in the Parent Company as a component of the untaxed reserves.

Intangible assets

Goodwill

Goodwill consists of the difference between cost and the Group's share of the fair value of the identifiable assets, liabilities and contingent liabilities on the date of acquisition of an acquired subsidiary or associate. Non-controlling interests may, for each acquisition, be measured at fair value or the proportional share in control.

If, on acquisition, it emerges that the fair value of the acquired assets, liabilities and contingent liabilities exceed cost, the surplus is recognised immediately as income in profit or loss. Goodwill has an indeterminate useful life, and is recognised at cost less accumulated impairment. On the sale of an operation, goodwill attributable to that operation is recorded in the calculation of capital gain/loss.

Customer contracts

Customer contracts are measured at fair value on the acquisition date and are amortised over their estimated useful life.

Computer software

Standard computer software is expensed with the exception of software which is of significant value to the company and has a useful life in excess of 3 years. Capitalised expenditure on acquired software is amortised on a straight-line basis over the useful life, but with a maximum of 5 years.

Expenditure on software development

Expenditure which is directly attributable (expenditure on employees and a reasonable share of overhead costs) to the development and testing of identifiable and unique software which is controlled by the Group, is recognised as intangible assets when the following criteria are met:

- It is technically possible to complete the software so that it is ready for use.
- The company's intention is to complete the software and use or sell it.
- The conditions are in place to use or sell the software.
- How the software will generate probable future economic benefits can be demonstrated.
- Resources are available to complete the development and to use or sell the software.
- Expenditure attributable to the development of a software can be measured reliably.

Tangible assets

Tangible assets are recognised at cost less accumulated depreciation and any impairment. Depreciation on tangible assets is expensed so that the carrying amount of the asset is depreciated on a straight-line basis over its estimated useful life. Additional expenditure is added to the carrying amount of the asset or recognised as a separate asset, as appropriate, only when it is probable that the future economic benefits associated with the asset will flow to the Group and the cost of the asset can be measured reliably.

Expenditure on repair and maintenance is recognised as an expense in profit or loss in the period in which it arises.

In measuring depreciation, the following useful lives are applied:

Office buildings	50 years
Industrial buildings	25 years
Garage facilities	50 years
Land improvements	20 years
Printing machines	15–20 years
IT equipment	4–5 years
Vehicles	5 years
Other machinery and equipment	10 years

The residual value and useful life of the assets are reviewed on each reporting date. The carrying amount of an asset is impaired immediately to its recoverable amount if the carrying amount of the asset exceeds its estimated recoverable amount (see below).

Impairment of intangible and tangible assets

At each balance sheet date, a test is made to establish if there is any indication that any of the Group's assets have declined in value. If this is the case, the recoverable amount of the asset is calculated. Goodwill has been allocated to the lowest cash-generating unit and is subject to annual impairment tests even if there are no indications of a decrease in value having occurred. Impairment tests are, however, carried out more frequently if there are indications that a decrease in value has occurred. The recoverable amount is the higher of the asset's value in use and the net selling price. The value in use is the discounted present value of all incoming and outgoing cash flows attributable to the asset during its estimated useful life

with the addition of the present value of the net selling price at the end of the asset's useful life. If the estimated recoverable amount is below the carrying amount, the asset is impaired to its recoverable amount. A previous impairment is reversed where a change has been made in the assumptions on which the asset's recoverable amount was calculated when it was impaired so that the impairment is no longer considered necessary. The reversal of previously imposed impairments is tested on a case-by-case basis and is recognised in profit or loss. Impairment of goodwill is not reversed in a future period.

Inventories

Inventories are measured at the lower of cost and net realisable value on the balance sheet date. Cost is established on a first in, first out basis (FIFO).

Financial assets

A financial asset is recognised in the balance sheet when Stampen becomes a party to the contractual terms of the instrument. A financial asset is removed from the balance sheet when the rights in the agreement are realised, fall due or the company loses control over them. The Group classifies its financial assets in the following categories: financial assets measured at fair value through profit or loss, loan receivables and accounts receivable, and financial assets available for sale. The classification is dependent on the purpose for which the financial asset was required. Management determines the classification of the financial assets on the first reporting date.

Financial instruments are recognised initially at fair value plus transaction costs and this applies to all financial assets which are not recognised at fair value through profit or loss. Financial assets measured at fair value through profit or loss are recognised initially at fair value, while the associated transaction costs are recognised through profit or loss.

Calculation of the fair value of financial instruments

In determining fair value, the official market listings on the reporting date are used. Where such listings are not available, generally accepted methods such as discounting future cash flows at the quoted market interest rate for the appropriate term are used.

Accrued cost

Accrued cost is measured using the effect of interest method, which means that any premium or discount as well as directly attributable expenses or income are periodised over the term of the contract using the estimated effective interest rate. The effective interest rate is the interest rate which gives the cost of the instrument as a result of a present value calculation of the future cash flows attributable to the instrument.

Impairment

On every reporting date, Stampen tests whether there are objective indications that a financial asset or group of financial assets are in need of impairment.

Classification

Financial assets measured at fair value through profit or loss are assets held for trading. Assets in this category are classified as current assets.

Loans and receivables are recognised initially at fair value and thereafter at accrued cost. Where the term of the receivables is short, they are recognised at nominal amount without discounting in accordance with the accrued cost method.

Financial assets available for sale are assets which are not derivatives and which are identified as available for sale. After the first reporting period, they are measured at fair value and changes in fair value are recognised in other comprehensive income with the exception of impairment which is recognised through profit or loss. When an investment is removed from the balance sheet, the accumulated gain or loss in other comprehensive income is transferred to profit or loss.

Derivatives/hedge accounting

All derivatives are recognised at fair value in the balance sheet. For derivatives which are not hedged, changes in value are recognised through profit or loss. For cash flow hedging, the effective component of the changes in value of interest-rate swaps and forward rate agreements are recognised in other comprehensive income until the hedged item is recognised through profit or loss. Any gains or losses attributable to ineffective components of hedging are recognised through profit or loss.

Setting-off financial assets and liabilities

Financial assets and liabilities are set off and recognised at a net amount in the balance sheet where there is a legal right to set off, and where it is intended to settle the items at a net amount or to realise the asset and settle the liability on the same date.

Cash and cash equivalents

Cash and cash equivalents consist of cash funds with financial institutions and current liquid investments with the term of less than three months which are exposed only to an insignificant risk of fluctuations in value.

Accounts payable

Accounts payable are recognised initially at fair value and thereafter at accrued cost. Given the short expected term of accounts payable, they are recognised at the nominal amount without discounting.

Borrowings

Borrowings are recognised initially at fair value and thereafter at accrued cost. Directly attributable costs such as arrangement fees are periodised over the term of the loan using the effective interest method. Non-current liabilities have an expected term longer than 1 year, while current liabilities have a term shorter than 1 year.

Preference shares are classified as liabilities. Dividend on these preference shares are recognised in the income statement under interest expense.

Bank overdraft facilities are recognised as borrowings among current liabilities in the balance sheet.

Provisions

Provisions are recognised in the balance sheet when the company has a legal or constructive obligation as a result of a past event and it is probable that an outflow of resources will be required to settle the obligation and a reliable estimate of the amount can be made. Provisions for restructuring expenditure are recognised when the Group has adopted a detailed restructuring plan which has been communicated to the parties involved. Provisions are reviewed on each reporting date.

The Parent Company's accounting policies

The Parent Company complies with the Annual Accounts Act and the Swedish Financial Reporting Board's recommendation RFR 2.2. Accounting for legal entities, as well as the appropriate statements from the Swedish Financial Reporting Board. Under RFR 2.2, the Parent Company, in the Annual Report for the legal entity, will apply all EU-approved IFRS and interpretations as far as is possible within the framework of the Annual Accounts Act and the Pension Obligations Vesting Act with respect to the connection between accounting and taxation. On the whole, the Parent Company applies the principles described in respect of the Group above. The differences between the accounting policies of the Group and the Parent Company are set out below.

Taxes

Tax law permits transfers to special reserves which are reported separately in the Parent Company. This enables the company, within certain limits, to appropriate and retain reported profits in the business without these being subject to immediate taxation. The untaxed reserves become subject to taxation only when they are liquidated. In the event that the operation is running at a loss, however, the untaxed reserves can be utilised to cover the loss without a liability for taxation arising.

Group contribution and shareholders' contribution

Group contribution and shareholders' contribution are recognised in accordance with the Swedish Financial Reporting Board's statement UFR 2. This means that Group contribution and shareholders' contribution are recognised in accordance with their economic import. The contributions are recognised as a transfer of capital, i.e. as a decrease or increase in non-restricted equity. In consequence of this accounting treatment, only the tax attributable to the income and expense in the income statement are recognised in the income statement.

Change of accounting policies

With effect from 1 January 2009, all pension obligations are reported as liabilities. Formerly, these were reported in contingent liabilities. The comparison figures have been amended in accordance with these policies.

Note 3 Financial risk management

Financial risk factors

Through its operations, the Group is exposed to financial risks. Financial risks refers to fluctuations in the company's profit/loss and cash flow resulting, among other things, from changes in interest-rate levels, exchange rates and credit risks. The overriding aim is to minimise the negative effects of market fluctuations on the Group's results. The Group uses derivatives to hedge certain risk exposures.

Interest rate risk

The Group's interest rate risk arises through non-current borrowings. Borrowings made at variable interest rates expose the Group to interest-rate risk in respect of cash flow, which is partly neutralised by cash funds invested at variable interest. The Group's policy is that borrowings at variable interest may not exceed 50 percent of the loan stock.

Note 3 Financial risk management, cont.

The Group manages interest rate risk in respect of cash flow by using interest-rate swaps for the purpose of converting borrowings from floating to fix interest. The interest-rate swaps mean that the Group agrees with the other party to exchange the difference between the interest amount in accordance with fixed contract interest rates and the floating interest amount at regular intervals (usually quarterly), calculated on the contracted nominal amounts.

At the year-end, 78% (72%) of loans were restricted loans at fixed interest through interest-rate swaps. The average fixed interest period was at 1.78 (2.1) years on the balance sheet date. An increase in variable interest rates of 1% would lead to an increase in interest expense of SEK 3.2 (4.3) million.

The fix interest period for individual loans may not exceed 10 years.

Currency risk

Currency risk is the risk that the Group's profitability will be negatively affected by changes in exchange rates.

The Group had some sales in foreign currency during the year. Investments in machinery have been invoiced partly in foreign currency. Currency exposure has been largely hedged through forward contracts. The market value of outstanding forward contracts on the reporting date amounted to SEK 0.7 (4.2) million.

Price risk

By far the largest single price risk relates to changes in the price of paper. The effect is just over SEK 2 million per percentage unit change in existing volume.

Credit risk

Credit risk is the risk that the counterparty will not fulfil its obligations.

The Group has adopted guidelines to ensure that sales are made to customers with a suitable credit background. Each subsidiary has adopted a credit policy. Every credit policy includes procedures for:

- payment reminders, demand for payment and collection, stating the timeframes which apply
- the credit periods which apply for different types of customers and goods/services, along with the credit limits and validity period for these
- when credit checks are to be made
- when credit security is to be used.

Note 3 Financial risk management, cont.

Accounts receivable	2009	2008
Not yet due	461,768	424,287
Due but not written down		
0–3 months	58,308	69,958
3–6 months	3,342	5,295
> 6 months	6,871	40
Due accounts receivable with write-down requirement		
0–3 months	1,150	–
3–6 months	3,108	–
> 6 months	2,861	3,142
Provision for bad debts	<u>–7,119</u>	<u>–3,142</u>
Total	<u>530,289</u>	<u>499,580</u>

Liquidity risk

Liquidity risk is the risk that Stampen will not be able to fulfil its payment obligations as a result of insufficient liquidity or difficulties in obtaining finance. The credit risk is managed on the basis of prudence, which means retaining sufficient cash and cash equivalents and arranging agreed credit facilities.

Cash flow forecasts are drawn up by the Group's operating companies and are aggregated by the Group finance department. The Group finance department closely monitors rolling forecasts of the Group's liquidity reserves to ensure that there are sufficient cash funds available to meet the needs of operating activities and sufficient unutilised agreed credit facilities to cover potential financing requirements (see note 27).

Surplus liquidity in the Group's operating companies in excess of that required to meet the need for operating capital, is transferred to the Parent Company's Group account.

The Group's contractual obligations (excluding operating leases, see note 10) remaining at the balance sheet date until the contractual due date.

	Less than 1 year	Between 1 and 2 years	Between 2 and 5 years	More than 5 years
As at 31 December 2009				
Borrowings	302,233	585,658	1,020,884	159,966
Liabilities in respect of finance leases	7,425	7,953	26,559	56,490
Derivatives	14,209	9,707	5,497	480
Accounts payable and other liabilities	514,058	-	-	-

Note 3 Financial risk management, cont.

Refinancing risk

The Group's objective in relation to its capital structure is to safeguard the ability to continue to run the operation so that it can continue to generate returns to shareholders and benefits for other stakeholders, while maintaining an optimal capital structure to ensure that the cost of capital is kept down.

The Group assesses capital on the basis of the debt/equity ratio. This key ratio is calculated as net debt divided by equity. Net debt is measured as liabilities to credit institutions less cash and cash equivalents.

The debt/equity ratio as at 31 December 2009 and 31 December 2008 was as follows:

	The Group	
	2009	<u>2008</u>
Liabilities to credit institutions (note 27)	1,654,895	1,501,045
Deduct: cash and cash equivalents (note 25)	-213,289	-437,253
Net debt	1,441,606	1,063,792
Equity	1,895,587	1,756,696
Debt/equity ratio (%)	76	61

Conditions in credit agreements

Some of the company's credit agreements are associated with special conditions ("covenants"), under which the company must meet certain key ratios. As at the end of the year, the Group had not fulfilled all of these conditions. Creditors have been informed of the situation, and have accepted it, with the proviso that the conditions must be met as at 31 March 2010, when a new check will be made.

Operational risks

Over and above the risks stemming from the recession, competition from other media companies is strong, and consists of a number of players. Advertising on the Internet is growing rapidly and this is having an impact on private classified advertising in newspapers.

Note 4 Important judgements and estimates

Important estimates and assumptions

Impairment test for goodwill

For the Group, the estimates and judgements made in connection with impairment tests on goodwill are regarded as being of material significance for the consolidated financial statements. Calculations of value in use is based on certain assumptions about the future. The effects of reasonable changes in these are shown in note 17.

Note 4 Important estimates and judgements, cont.

Measurement of pension commitments

The reported pension provisions for defined-benefit pension plans are based on actuarial calculations utilising assumptions on the discount rate, expected return on plan assets, future salary increases, inflation and demographic circumstances. The judgements made in respect of these assumptions affect the value of total pension commitments. The same applies to a change in judgement regarding whether pension insurance with Alecta is to be recognised as a defined-contribution plan or not. See note 28 for further information.

Important judgements on the application of the company's accounting policies

Calculation of gain on sale of radio operation

The carrying amount of the holding in SBS radio and TT Intressenter consists of an estimated return, calculated on the basis of forecast future cash flows.

Useful life of printing plant

The carrying amount for printing machines and other plant and machinery is based on a useful life estimated at 15–20 years.

Note 5 Distribution of income

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Circulation revenue	1,063,721	1,058,057	–	–
Advertising revenue	1,729,079	1,792,102	–	–
Printing revenue	1,207,424	1,291,377	–	–
Other income	864,924	891,660	50,737	47,440
Advertising tax	<u>17,054</u>	<u>19,040</u>	<u>–</u>	<u>–</u>
Total	<u>4,882,202</u>	<u>5,052,236</u>	<u>50,737</u>	<u>47,440</u>

Note 6 Government assistance

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Press subsidy for publication	7,261	6,741	–	–
Grant for publication of talk newspaper	13,333	13,553	–	–
Wage subsidies	485	–	–	–
New-start jobs	196	–	–	–
Government distribution subsidy*	<u>10,238</u>	<u>12,677</u>	<u>–</u>	<u>–</u>
Total	<u>31,513</u>	<u>32,971</u>	<u>0</u>	<u>0</u>

*Reported as cost reduction

Note 7 Other operating income

	The Group	
	<u>2009</u>	<u>2008</u>
Capital gain on sale non-current assets	97,203	37,944
Refund Swedish Media Publishers' Associations	59,403	–
Bad debt losses recovered	1,208	–
Government assistance	21,275	20,294
Other income	<u>27,751</u>	<u>4,314</u>
Total other operating income	<u>206,840</u>	<u>62,552</u>

Note 8 Personnel

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Average number of employees				
Women	1,734	1,827	9	7
Men	<u>2,803</u>	<u>2,484</u>	<u>5</u>	<u>6</u>
Total	<u>4,537</u>	<u>4,311</u>	<u>14</u>	<u>13</u>

For 2009 delivery employees are included at 1,438 (1,369).

Salaries, remuneration, social security contributions and pension costs				
Salaries and remuneration to the Board of Directors, the CEO and other key management personnel	45,278	44,427	10,345	9,099
Salaries and remuneration to other employees	<u>1,598,094</u>	<u>1,487,388</u>	<u>11,322</u>	<u>11,170</u>
Total	<u>1,643,372</u>	<u>1,531,815</u>	<u>21,667</u>	<u>20,269</u>
Social security contributions				
Pension costs*	139,088	110,708	6,013	7,224
Other social security contributions	<u>496,065</u>	<u>512,631</u>	<u>7,779</u>	<u>7,503</u>
Total	<u>635,153</u>	<u>623,339</u>	<u>13,792</u>	<u>14,727</u>

*With effect from 1 January 2009, the Parent Company recognises all pension commitments as liabilities. Formerly these were recognised as contingent liabilities. The comparison figures have been amended in accordance with this.

Of which pension costs* for the Board, CEO and other key management personnel	13,078	10,084	2,259	3,790
---	--------	--------	-------	-------

Note 8 Personnel, cont.

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2009</u>
Absence due to illness				
Total absence due to illness %	–	–	0.7	0.5
– absence due to illness for men %	–	–	–	0.6
– absence due to illness for women %	–	–	1.1	0.4
– employees –29 years %	–	–	6.6	–
– employees 30 – 49 years %	–	–	1.7	1.2
– employees 50 years – %	–	–	0.1	0.1
Freelance staff				
Salaries and other remuneration	13,668	15,600	–	–
Social security contributions	<u>2,707</u>	<u>5,161</u>	–	–
Total	16,375	20,761	0	0

The costs of freelance staff are recognised as production costs.

	The Group		The Parent Company	
	Men	Women	Men	Women
Gender distribution among key management personnel				
Members of the Board	72	19	7	4
CEO and other key management personnel	60	16	4	3

Restructuring costs personnel

The Group's costs amounted to SEK 27 (51) million in respect of severance pay, occupational pensions and social security contributions.

Severance pay and pension commitments

The Parent Company has an agreement with the CEO on severance pay for a maximum period of 24 months. Contractual remuneration shall be payable in accordance with the monthly salary current at the time. Severance pay is payable to CEOs and key management personnel in subsidiaries in accordance with contracts for a maximum period of 24 months in accordance with the monthly salary current at the time. CEOs of certain subsidiaries and other key management personnel have the right to retire on pension at age 62–65 on 75% of the salary current at the time.

In addition to fixed remuneration, variable remuneration is paid within the Group to certain key management personnel. Variable remuneration is dependent on results, including increase in value, and that certain soft objectives are met. The total provision for variable remuneration to CEOs and their deputies is SEK 3,847,000 (6,004,000). The corresponding amount for the Parent Company is SEK 1,980,000 (2,959,000). In addition, an agreement has been signed with one of the above individuals giving a right to pension from age 60. This pension commitment has largely been secured through occupational pension and pension insurance.

Note 8 Personnel, cont.

Share-related remuneration

Synthetic staff options have been issued to two key management personnel. The value of these options is based on the performance of subsidiaries of the Group. On the reporting date, a liability of SEK 3,200,000 was recognised.

Note 9 Remuneration of the auditors

	The Group		The Parent Company	
	2009	2008	2009	2008
<u>Audit</u>				
Öhrlings PricewaterhouseCoopers AB	3,438	2,397	88	174
KPMG Bohlins AB	–	1,007	–	–
Ernst & Young AB	–	447	–	–
SET Revisionsbyrå AB	82	30	–	–
Other	–	130	–	–
Total	<u>3,520</u>	<u>4,011</u>	<u>88</u>	<u>174</u>
<u>Assignments other than audit</u>				
<u>assignments</u>				
Öhrlings PricewaterhouseCoopers AB	2,615	739	1,860	132
KPMG Bohlins AB	–	1,617	–	–
SET Revisionsbyrå AB	13	–	–	–
Ernst & Young AB	<u>31</u>	<u>118</u>	–	–
Total	<u>2,659</u>	<u>2,474</u>	<u>1,860</u>	<u>132</u>

Note 10 Obligations

	<u>The Group</u>	<u>The Parent</u>
	<u>2009</u>	<u>Company</u>
		<u>2009</u>
Obligations in respect of operating leases		
The nominal value of future minimum lease charges in respect of non-cancellable leases is distributed as follows:		
Fall due for payment within one year	176,521	5,906
Fall due for payment later than one but within 5 years	527,095	2,617
Fall due for payment later than five years	<u>353,695</u>	–
	<u>1,057,311</u>	<u>8,523</u>

Note 10 Obligations, cont.

During the year, leasing expenses amounted to SEK 176,479,000 (66,575,000), and for the Parent Company SEK 6,023,000 (681,000).

The Group has the use of premises, equipment and IT equipment through operating leases.

Investment commitments

As at the balance sheet date, the construction of printing premises is in process (see note 18). These will be completed and sold during 2010.

Note 11 Depreciation/amortisation

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Computer software	-26,158	-17,203	-1,690	-1,566
Customer contracts	-4,683	-3,902	-	-
Franchises	-1,676	-	-	-
Buildings and land improvements	-15,508	-22,870	-	-
Printing machines and other plant and machinery	-111,120	-112,841	-	-
Equipment and IT equipment	-19,845	-30,416	-250	-208
Impairment of equipment and printing machines	-5 375	-815	-	-
Total	<u>-184,365</u>	<u>-188,047</u>	<u>-1,940</u>	<u>-1,774</u>

Note 12 Other operating expense

Consists of capital losses on the disposal of tangible and intangible assets and exchange differences.

Note 13 Result from other securities and receivables which are non-current assets

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Dividends	7,652	6,770	2,737	2,488
Impairment	-1,801	-2,486	-	-
Reversal of impairment	1,486	-	-	-
Capital gains/losses on sales	5,403	-18,483	-	5,375
Total	<u>12,740</u>	<u>-14,199</u>	<u>2,737</u>	<u>7,863</u>

Note 14 Financial income and costs

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Other interest income and similar profit and loss items				
Interest income	3,186	20,523	1,210	4,153
Interest income from Group companies	–	–	3,501	5,090
Other financial income	<u>632</u>	<u>–</u>	<u>–</u>	<u>–</u>
Total	<u>3,818</u>	<u>20,523</u>	<u>4,711</u>	<u>9,243</u>
Interest expense and similar profit and loss items				
Interest expense	–57,498	–120,975	–13,435	–6,624
Interest expense to Group companies	–	–	–5,191	–22,171
Exchange losses	–76	–	–	–
Other financial costs	<u>–153</u>	<u>–</u>	<u>–</u>	<u>–</u>
Total	<u>–57,727</u>	<u>–120,975</u>	<u>–18,626</u>	<u>–28,795</u>

Note 15 Tax on profit for the year

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Current tax	–40,612	–51,733	–	–8,384
Tax effect of Group contribution received	–	–	–5,171	23,155
Deferred tax	23,317	73,772	4,911	864
Total	<u>–17,295</u>	<u>22,039</u>	<u>–260</u>	<u>15,635</u>

Deferred tax assets and liabilities are set off where there is a legal right to do so. The change for the year is recognised in Tax on profit for the year.

Note 15 Tax on profit for the year, cont.

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Difference between the Group's tax expense and tax expense based on the applicable tax rate				
Reported profit/loss before tax	173,216	154,173	12,047	-16,333
Tax in accordance with applicable tax rate	-45,556	-43,168	-3,168	4,573
<u>Tax effect of:</u>				
Non-deductible costs	-8,118	-10,165	-1,763	-2,602
Non-taxable income	32,638	77,042	4,292	13,907
Changed tax rate	-	12 753	-	-
Standard interest rate on P fund	-154	-544	-151	-147
Utilised tax assets in respect of loss carry-forward	6,709	-5,332	-	466
Correction of previous year's tax expense	-2,038	-8,363	-	-
Other	-776	-184	530	-562
Total	<u>-17,295</u>	<u>22,039</u>	<u>-260</u>	<u>15,635</u>

Tax rate

The applicable tax rate is the income tax rate for the Group.
The tax rate is 26.3% (28%).

Note 16 Financial instrument by category

Assets	Loans and accounts receivable	Financial assets available for sale	Derivatives for hedging purposes	Financial assets measured at fair value through profit or loss	Carrying amount in the Group
Financial assets	36,502	209,872	-	-	246,374
Current assets					
Accounts receivable	530,460	-	-	-	530,460
Other receivables	47,915	-	689	-	48,604
Current investments	-	-	-	10,342	10,342
Cash and cash equivalents	<u>202,947</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>202,947</u>
Total current assets	<u>781,322</u>	<u>0</u>	<u>689</u>	<u>10,342</u>	<u>792,353</u>
Total assets	<u>817,824</u>	<u>209,872</u>	<u>689</u>	<u>10,342</u>	<u>1,038,727</u>

Note 16 Financial instrument by category, cont.

Liabilities	Financial liabilities at accrued cost	Derivatives for hedging purposes	Carrying amount in the Group
Non-current liabilities	1,891,491	15,683	1,907,174
Current liabilities			
Liabilities to credit institutions	242,719	–	242,719
Accounts payable	359,114	–	359,114
Other liabilities	<u>164,437</u>	<u>14,209</u>	<u>178,646</u>
Total current liabilities	766,270	14,209	780,479
Total liabilities	<u>2,657,761</u>	<u>29,892</u>	<u>2,687,653</u>

The measurement of fair value is based on the following:

Level 1 – Current investments – Quoted prices on active markets for similar assets.

Level 2 – Derivatives – Observable inputs for assets or liabilities other than quoted prices included in level 1, either direct (i.e. as quoted prices) or indirect (i.e. derived from quoted prices).

Level 3 – Other non-current securities – Inputs for the asset or liability not based on observable market inputs (i.e. non-observable inputs).

Note 17 Intangible assets

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Computer software etc.				
Opening cost	156,332	160,009	8,130	7,082
Through acquisition of subsidiaries	1,975	16,442	–	–
Through disposal of subsidiaries	–1,422	–	–	–
Capitalised expenditure for the year	20,387	19,896	398	1,048
Sales and retirements	–13,731	–41,226	–	–
Reclassification	<u>66,465</u>	<u>1,211</u>	<u>233</u>	<u>–</u>
Closing accumulated cost	230,006	156,332	8,761	8,130

Note 17 Intangible assets, cont.

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Opening amortisation	-91,191	-97,527	-2,029	-463
Through acquisition of subsidiaries	-307	-9,059	-	-
Through disposal of subsidiaries	1,422	-	-	-
Sales and retirements	13,061	34,555	-	-
Amortisation for the year	-27,834	-17,203	-1,690	-1,566
Impairment	-	-815	-	-
Reclassification	-	-1,142	-	-
Closing accumulated amortisation	<u>-104,849</u>	<u>-91,191</u>	<u>-3,719</u>	<u>-2,029</u>
Carrying amount	<u>125,157</u>	<u>65,141</u>	<u>5,042</u>	<u>6,101</u>
Development work in process within IT				
Opening balance	25,434	6,935	233	-
Accrued costs for the year	22,342	20,453	-	233
Through acquisition of subsidiaries	35,910	-	-	-
Sales and retirements	-5,903	-	-	-
Reversed costs for the year	-63,595	-1,954	-233	-
Carrying amount	<u>14,188</u>	<u>25,434</u>	<u>0</u>	<u>233</u>
Customer contracts				
Opening cost	46,828	-	-	-
Through acquisition of subsidiaries	-	46,828	-	-
Closing accumulated cost	46,828	46,828	0	0
Opening amortisation	-3,902	-	-	-
Amortisation for the year	-4,683	-3,902	-	-
Closing accumulated amortisation	-8,585	-3,902	0	0
Carrying amount	<u>38,243</u>	<u>42,926</u>	<u>0</u>	<u>0</u>
Goodwill				
Opening cost	2,927,411	2,040,780	-	-
Through acquisition of subsidiaries	54,804	900,142	-	-
Through disposal of subsidiaries	-4,651	-	-	-
Reclassification	-	-13,511	-	-
Closing acc.cost	<u>2,977,564</u>	<u>2,927,411</u>	<u>0</u>	<u>0</u>
Carrying amount	<u>2,977,564</u>	<u>2,927,411</u>	<u>0</u>	<u>0</u>

Note 17 Intangible assets, cont.

Impairment test for goodwill

Goodwill is allocated to the Group's cash-generating units (CGU) identified by business area. A summary of the distribution of goodwill by business area is given below.

	2009	2008
V-TAB	623	623
Mediabolaget Västskusten	672	672
Promedia	878	892
GISAB	587	553
Stampen Media Partner	215	184
Other business areas	<u>3</u>	<u>3</u>
	<u>2,978</u>	<u>2,927</u>

The recoverable amount for a CGU is determined on the basis of calculations of value in use. These calculations use estimated future cash flows **after** tax based on financial budgets approved by the company management and which cover a five-year period. Cash flow beyond the five-year period are extrapolated using estimated growth rates in accordance with the information below. The growth rate will not exceed the long-term growth rate for the market in which the CGU concerned operates.

For calculating the value in use for 2009, the forecast gross margin after a five-year forecast period is assumed to be 15.7%–18.4% for newspaper businesses, 9.8% for printing businesses and 12%–37% for other media. The weighted average growth rate for extrapolating cash flows has been assumed at 2%.

The management have adopted the budgeted gross margin based on previous results and expectations of market trends. The weighted average growth rate used is in conformity with the forecasts in sector reports. The discount rates used in present value calculations of estimated future cash flows reflect specific risks which apply to the business areas, and vary between 7.8% and 13.8%. All discount rates are **after** tax.

The recoverable amounts for all business areas exceed their carrying amounts, and therefore no impairment has been reported. The Group has also assessed the sensitivity of the recoverable amounts to any unfavourable changes in the most critical assumptions. Even on this assessment, the recoverable amounts appear to exceed the carrying amounts.

Note 18 Tangible assets

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Land and buildings				
Opening cost	449,980	976,622	–	–
Reclassification	2,637	–	–	–
Purchases	5,382	102,322	–	–
Disposals/sales	<u>–600</u>	<u>–628,964</u>	<u>–</u>	<u>–</u>
Closing accumulated cost	457,399	449,980	0	0
Opening depreciation	–107,576	–341,934	–	–
Disposals/sales	360	257,228	–	–
Depreciation for the year	<u>–15,508</u>	<u>–22,870</u>	<u>–</u>	<u>–</u>
Closing accumulated depreciation	<u>–122,724</u>	<u>–107,576</u>	<u>0</u>	<u>0</u>
Carrying amount	<u>334,675</u>	<u>342,404</u>	<u>0</u>	<u>0</u>
Of which, land	12,426	9,386	–	–
Of which through finance leases:				
Opening cost	92,059	–	–	–
Purchases	<u>–</u>	<u>92,059</u>	<u>–</u>	<u>–</u>
Closing accumulated cost	92,059	92,059	–	–
Opening depreciation	–2,045	–	–	–
Depreciation for the year	<u>–8,181</u>	<u>–2,045</u>	<u>–</u>	<u>–</u>
Closing accumulated depreciation	–10,226	–2,045	–	–
Carrying amount	81,833	90,014	–	–
Assessed value	151,279	150,400	–	–

Note 18 Tangible assets, cont.

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Construction in progress, buildings				
Opening cost	22,828	363	–	–
Purchases	144,292	22,465	–	–
Reclassifications	<u>–2,637</u>	<u>–</u>	<u>–</u>	<u>–</u>
Carrying amount	<u>164,483</u>	<u>22,828</u>	<u>0</u>	<u>0</u>
Printing machines and other plant and machinery				
Opening cost	1,544,842	1,835,399	–	–
Purchases	22,092	20,071	–	–
Reclassification	19,195	17,674	–	–
Sales and retirements	<u>–24,201</u>	<u>–328,302</u>	<u>–</u>	<u>–</u>
Closing accumulated cost	1,561,928	1,544,842	0	0
Opening depreciation	–881,747	–1,080,892	–	–
Reclassification	–7,246	–	–	–
Sales and retirements	23,928	311,988	–	–
Depreciation for the year	<u>–112,614</u>	<u>–112,841</u>	<u>–</u>	<u>–</u>
Closing accumulated depreciation	<u>–977,679</u>	<u>–881,747</u>	<u>–</u>	<u>–</u>
Carrying amount	<u>584,248</u>	<u>663,096</u>	<u>–</u>	<u>–</u>
Equipment and IT equipment				
Opening cost	312,484	451,414	1,279	970
Through disposal of subsidiaries	–547	–	–	–
Through acquisition of subsidiaries	25	18,619	–	–
Reclassification	10,958	–19,345	–	–
Purchases	6,760	17,549	–	309
Sales and retirements	<u>–12,437</u>	<u>–155,753</u>	<u>–</u>	<u>–</u>
Closing accumulated cost	<u>317,243</u>	<u>312,484</u>	<u>1,279</u>	<u>1,279</u>

Note 18 Tangible assets, cont.

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Opening depreciation	-235,620	-339,565	-321	-113
Through disposal of subsidiaries	408	-	-	-
Through acquisition of subsidiaries	-13	-15,158	-	-
Reclassification	7,291	-	-	-
Sales and retirements	11,986	149,519	-	-
Depreciation for the year	<u>-23,999</u>	<u>-30,416</u>	<u>-249</u>	<u>-208</u>
Closing accumulated depreciation	<u>-239,947</u>	<u>-235,620</u>	<u>-570</u>	<u>-321</u>
Carrying amount	<u>77,296</u>	<u>76,864</u>	<u>709</u>	<u>958</u>
Construction in process				
Opening balance	127,839	55,923	-	-
Accrued expenses during the year	115,285	89,317	-	-
Reclassification	<u>-83,082</u>	<u>-17,401</u>	<u>=</u>	<u>=</u>
Carrying amount	<u>160,042</u>	<u>127,839</u>	<u>0</u>	<u>0</u>

The Group leases approximately 200 distribution vehicles and company cars under non-cancellable leases. The lease terms for the vehicles are 3–5 years. See also note 10.

Note 19 Financial assets

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Shares in subsidiaries				
Opening cost	-	-	1,244,672	1,238,743
Purchases/contribution	-	-	10,050	4,028
Change in holdings in limited partnership	-	-	-938	2,867
Sale	<u>=</u>	<u>=</u>	<u>-88</u>	<u>-966</u>
Closing accumulated cost	<u>0</u>	<u>0</u>	<u>1,253,696</u>	<u>1,244,672</u>
Opening impairment	-	-	-20,900	-15,400
Impairment for the year	<u>=</u>	<u>=</u>	<u>=</u>	<u>-5,500</u>
Closing accumulated impairment	<u>0</u>	<u>0</u>	<u>-20,900</u>	<u>-20,900</u>
Closing carrying amount (note 39)	<u>0</u>	<u>0</u>	<u>1,232,796</u>	<u>1,223,772</u>

Note 19 Financial assets, cont.

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Holdings in associates				
Opening cost	15,107	16,666	4,022	4,314
Through contribution	1,637	3,412	–	–
Reclassifications	–	180	–	–
Withdrawal/dividends	–1,974	–700	–	–292
Participations in results	<u>757</u>	<u>–4,451</u>	<u>–</u>	<u>–</u>
Closing accumulated cost	<u>15,527</u>	<u>15,107</u>	<u>4,022</u>	<u>4,022</u>
Closing carrying amount (note 20)	<u>15,527</u>	<u>15,107</u>	<u>4,022</u>	<u>4,022</u>
Receivables from subsidiaries				
Opening balance	–	–	8,426	8,426
Closing carrying amount	<u>0</u>	<u>0</u>	<u>8,426</u>	<u>8,426</u>
Receivables from associates				
Opening balance	–	687	–	–
Changes during the year	<u>–</u>	<u>–687</u>	<u>–</u>	<u>–</u>
Closing carrying amount	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Financial assets available for sale				
Opening fair value	65,600	76,140	27,000	27,100
Through acquisition of subsidiaries	100,000	5	–	–
Change in fair value	53,500	–	35,667	–
Sale/impairment	–10,641	–17,347	–	–100
Purchases	<u>1,413</u>	<u>6,802</u>	<u>315</u>	<u>–</u>
Closing fair value (note 21)	<u>209,872</u>	<u>65,600</u>	<u>62,982</u>	<u>27,000</u>
Other non-current receivables				
Endowment insurance	19,347	18,255	7,359	5,574
Non-current receivables	<u>17,155</u>	<u>9,946</u>	<u>7</u>	<u>–</u>
Closing carrying amount	<u>36,502</u>	<u>28,201</u>	<u>7,366</u>	<u>5,574</u>

Note 20 Holdings in associates

	Corporate ID No	Share of equity %	Carrying amount	Number	Carrying amount in the Group
<u>Directly-owned</u>					
Ortstidningar i Väst AB, Mölndal	556262-8312	24.5%	<u>4,022</u>	245	<u>4,434</u>
Total			4,022		4,434
<u>Indirectly-owned</u>					
Citypaket Sweden AB, Stockholm	556621-8300	33.3%		1,998	421
Citypaketet KB, Stockholm	969711-9817	33.3%		1	795
Markbladet Tryckeri AB, Mark	556600-4817	35%		350	6,771
Tidningstryckarna Vanda AB, Stockholm	556721-5545	50%		50,000	50
Tidningstryckarna Vanda KB, Stockholm	969711-9817	50%		0	0
Fordonstorget AB (formerly Koll AB) Stockholm	556655-4555	33.3%		400	154
Koll KB, Stockholm	969697-5862	33.3%		1	401
Djungletrumman AB, Gothenburg	556734-3446	43%	0	755	1,977
GP Sydsvenska Media AB, Stockholm	556712-6197	50%		500	202
Västpaketet KB, Gothenburg	969734-5644	37.1%		0	216
VM Annons HB, Borås	969707-2503	33.3%		0	<u>106</u>
Total directly and indirectly owned participations					<u>15,527</u>

The item Holdings in associates includes goodwill at SEK 3,297,000 (3,438,000).

The three largest holdings, equivalent to 85% of balance sheet items, are specified below.

Name	Assets	Liabilities	Income	Profit/loss	Percentage ownership
Ortstidningar i Väst AB	32,713	21,460	89,525	3,934	24.5%
Markbladet Tryckeri AB	26,153	7,585	42,898	4,653	35%
Djungletrumman AB	609	599	1,649	-1,511	43%

Note 21 Financial assets available for sale

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
SBS Radio AB	100,000	–	–	–
Tidningarnas Telegrambyrå AB	94,000	40,500	62,667	27,000
Other	<u>15,872</u>	<u>25,100</u>	<u>315</u>	–
Total	<u>209,872</u>	<u>65,600</u>	<u>62,982</u>	<u>27,000</u>

Note 22 Derivatives

The Group	2009		2008	
	Assets	Liabilities	Assets	Liabilities
Interest rate swaps cash flow hedging	–	29,894	–	27,285
Forward rate agreements cash flow hedging	689	–	4,239	–
Of which				
Non-current component	–	14,209	–	15,011
Current component	689	15,683	4,239	12,274

All derivatives are held with the intention of reducing financial risks. The future currency transactions which are hedged are investments in raw materials purchases. The full fair value of a derivative which constitutes a hedging instrument is classified as a non-current asset or non-current liability if the remaining term of the hedged item is longer than 12 months, and as current asset or current liability if the remaining term of the hedged item is less than 12 months.

Interest rate swaps

The nominal amounts of the Group's outstanding interest rate swaps as at 31 December amounted to SEK 1,278,000 (1,074,000).

The restricted interest rates as at 31 December vary from 2.06% to 6.11% (2.29% to 6.11%) and the variable interest rates are STIBOR + 0.48% (2.48%).

From February 2009, effective hedge accounting has been achieved. The ineffective part recognised through profit and loss in respect of cash flow hedging amounted to SEK 1,968,000 (27,285,000).

Currency forwards

The nominal amount of outstanding currency forward rate agreements as at 31 December amounted to EUR 672,000 (3,633,000), DKK 2,419,000 (5,202,000) and NOK 1,200,000 (–).

Note 23 Prepaid expenses and accrued income

	The Group		The Parent Company	
	<u>2009-12-31</u>	<u>2008-12-31</u>	<u>2009-12-31</u>	<u>2008-12-31</u>
Prepaid rent	26,668	23,011	–	637
Interest	4,996	–	131	400
Accrued income	19,064	15,409	400	150
Insurance	2,378	2,593	120	319
Accrued receivables for paper	435	2,345	–	–
Other items	<u>44,869</u>	<u>62,046</u>	<u>3,193</u>	<u>4,879</u>
Total	<u>98,410</u>	<u>105,404</u>	<u>3,844</u>	<u>6,385</u>

Note 24 Related party transactions

	<u>2009</u>	<u>2008</u>
Sales within the Group		
Net sales	38,540	47,236
Purchases within the Group		
Purchases	16,246	16,739

Transactions with associates

The Group sold services and purchased goods and services through certain associates on arms-length terms. Sales to associates totalled SEK 374,000 (3,311,000) and purchases to SEK 4,276,000 (13,276,000).

Pricing within Group

For purchases and sales of goods and services between Group companies, the principle is that all transactions take place on market terms.

For disclosures on remuneration to key management personnel, see note 8 Personnel.

Note 25 Cash and cash equivalents

	The Group		The Parent Company	
	<u>2009-12-31</u>	<u>2008-12-31</u>	<u>2009-12-31</u>	<u>2008-12-31</u>
Cash and bank balances	202,947	423,393	164,366	261,408
Current investments	10,342	13,860	–	–
of which tradable bonds	<u>10,342</u>	<u>13,860</u>	=	=
Carrying amount total	<u>213,289</u>	<u>437,253</u>	<u>164,366</u>	<u>261,408</u>

Note 26 Equity

The specification of changes in equity is contained in the statement of Changes in equity which follows immediately after the balance sheet.

Shares

The share capital consists of 500,072 shares with a quota value of SEK 10. Class A shares have 10 votes and class B shares have one vote. All shares are fully paid.

Number of shares	A-shares	B-shares	C-shares	Total number of shares
Number of shares 1 Jan 2008	293,239	206,833	3,000	503,072
Converted C-shares	–	–	–3,000	–3,000
Number of shares 31 Dec 2008	293,239	206,833	–	500,072
Number of shares 31 Dec 2009	293,239	206,833	–	500,072

Note 27 Borrowings

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Non-current				
Liabilities to credit institutions	1,412,180	1,307,372	301,700	259,500
Liabilities in respect of finance leases	91,001	105,442	–	–
Other liabilities	<u>380,886</u>	<u>338,635</u>	<u>–</u>	<u>–</u>
	<u>1,884,067</u>	<u>1,751,449</u>	<u>301,700</u>	<u>259,500</u>
Current				
Liabilities to credit institutions	242,719	193,673	48,368	34,400
Liabilities in respect of finance leases	<u>7,425</u>	<u>7,017</u>	<u>–</u>	<u>–</u>
Total	<u>250,144</u>	<u>200,690</u>	<u>48,368</u>	<u>34,400</u>

Liabilities to credit institutions fall due for payment up to 2019 and are a variable interest rate. The fair value, therefore, coincides with the carrying amount. See also note 22 in respect of interest rate swaps.

All borrowings are in SEK.

The amount of bank overdraft facilities granted in the Group was SEK 226,500,000 (226,500,000) and in the Parent Company, SEK 170,000,000 (170,000,000).

SEK 236,113,000 of the borrowings specified above are not interest-bearing liabilities. Other borrowings consist of bond loans and preference shares in sub-groups, as well as unsettled additional consideration.

Note 28 Provisions for pensions and similar obligations

	The Group	
	<u>2009</u>	<u>2008</u>
Provisions for pensions and similar obligations:		
Defined-benefit pension plans	72,001	68,991
Total	72,001	68,991

Defined-benefit pension plans

Within the Group, there are a number of defined-benefit pension plans, in which the employees have a right to post-employment benefits, based on final salary and period of service. These are in Sweden.

Obligations for retirement pensions for white-collar workers in Sweden are secured through insurance with PP Pension. In accordance with Swedish Financial Reporting Board's statement, UFR 3, this is a multi-employer defined-benefit plan. For financial year 2009, the Group has not had access to the information which would make it possible to recognise this plan as a defined-benefit plan. PP Pension's surplus can be distributed to the policyholders and/or the insured. At the end of 2009, PP Pension's surplus, in the form of the collective consolidation level, was 145 percent (116 percent). The collective consolidation level is the market value of PP Pension's assets as a percentage of the insurance obligations in accordance with PP Pension's actuarial calculation assumptions, which do not comply with IAS 19.

The amounts recognised in the Consolidated balance sheet have been calculated as follows :

	<u>2009</u>	<u>2008</u>
The present value of funded obligations	56,729	53,171
The fair value of plan assets	-19,820	-33,448
The present value of unfunded obligations	40,127	35,025
Unrecognised actuarial gains (+) and losses (-)	-5,035	-757
Liability in the balance sheet*	72,001	68,991

*Endowment insurance policies total SEK 19,347,000 (18,255,000), which are recognised as other non-current receivables, see note 19.

The pension plan assets include endowment insurance and promissory note receivables.

The amounts recognised in the consolidated income statement for defined-benefit plans are as follows:

Note 28 Provisions for pensions and similar obligations, cont.

	<u>2009</u>	<u>2008</u>
Costs in respect of service during current year	6,495	3,789
Interest expense	2,593	2,760
Expected return on plan assets	-1,360	-1,524
Actuarial losses (+) and gains (-) net as recognised for the year	<u>349</u>	<u>1,078</u>
Total	8,077	6,103

Total pension costs recognised in the consolidated income statement are as follows:

	<u>2009</u>	<u>2008</u>
Total costs for defined-benefit plans	6,495	3,789
Total costs for defined-contribution plans	132,593	106,919
Total pension costs	139,088	110,708

Defined-benefit pension plans

The specifications of the changes in the net recognised in the consolidated balance sheet:

	<u>2009</u>	<u>2008</u>
Liability at start of year	68,991	67,664
Net cost recognised in profit or loss	8,077	6,103
Payment of benefits	-3,732	-3,441
Funds contributed by employer to funded plans	-1,335	-1,335
Liability at end of year	72,001	68,991

Note 28 Provisions for pensions and similar obligations, cont.

	<u>2009</u>	<u>2008</u>
More important actuarial assumptions on the reporting date (expressed as weighted average):		
Discount rate	3.75%	4.50%
Expected return on plan assets	3.60%	3.60%
Future annual salary increases	3.00%	3.00%
Future annual pension increases	2.00%	2.00%
Future annual increases in healthcare costs		
Staff turnover	2.00%	2.00%

Note 29 Deferred tax

Deferred tax assets is set off where there is a legal right to do so. The change from the year is recognised in Tax on profit for the year (see note 15).

Temporary differences

Temporary differences arise whenever the carrying amount and the tax base of the assets or liabilities differ. Temporary differences in respect of the following items have resulted in deferred tax liabilities and tax assets.

	The Group		The Parent Company	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Deferred tax assets				
Loss carry-forward	23,527	7,800	4,293	–
Derivatives	7,862	7,176	–	–
Pension liability	<u>16,014</u>	<u>14,217</u>	<u>4,878</u>	<u>4,261</u>
Total deferred tax assets	47,403	29,193	9,171	4,261
Deferred tax liabilities				
Intangible assets	10,057	11,289	–	–
Tangible assets	153,825	157,575	–	–
Derivatives	181	1,115	–	–
Untaxed reserves	<u>52,850</u>	<u>57,764</u>	–	–
Total deferred tax liabilities	<u>216,913</u>	<u>227,743</u>	<u>0</u>	<u>0</u>
Deferred tax liabilities, net	<u>169,510</u>	<u>198,550</u>	–	–

Deferred tax assets and tax liabilities are set off where there is a legal set off right for current tax assets and tax liabilities, and where deferred taxes refer to the same tax authority. All temporary differences have been taken into account.

Note 30 Accrued expenses and deferred income

	The Group		The Parent Company	
	<u>2009-12-31</u>	<u>2008-12-31</u>	<u>2009-12-31</u>	<u>2008-12-31</u>
Accrued salaries	320,595	312,409	7,633	5,639
Accrued social security contributions	103,260	120,720	2,411	1,786
Interest	3,194	3,445	106	–
Other items	<u>91,137</u>	<u>92,530</u>	<u>162</u>	<u>4,026</u>
Total	<u>518,186</u>	<u>529,104</u>	<u>10,312</u>	<u>11,451</u>

Note 31 Pledged assets

	The Group		The Parent Company	
	<u>2009-12-31</u>	<u>2008-12-31</u>	<u>2009-12-31</u>	<u>2008-12-31</u>
For own provisions and liabilities				
In respect of Provisions for pensions				
Property mortgages	18,800	18,800	–	–
Endowment insurance	19,347	18,255	7,359	5,574
In respect of Liabilities to credit institutions				
Property mortgages	237,000	120,000	–	–
Floating charges	291,000	289,000	–	–
Shares in Group companies	1,513,548	1,398,573	–	–
Bonds and other securities	2,000	2,000	–	–
Other	<u>827</u>	=	=	=
Total in respect of own liabilities and provisions	<u>2,082,522</u>	<u>1,846,628</u>	<u>7,359</u>	<u>5,574</u>

The five-year printing agreement which VTAB has signed with sister companies has been pledged as security for liabilities to credit institutions. In addition, the shares in Göteborgs-Postens Nya AB cannot be sold or pledged without the consent of the credit institution.

Note 32 Contingent liabilities

	The Group		The Parent Company	
	<u>2009-12-31</u>	<u>2008-12-31</u>	<u>2009-12-31</u>	<u>2008-12-31</u>
Contingent liabilities on behalf of other Group companies	–	–	24,375	–
Other contingent liabilities	<u>137</u>	<u>46,655</u>	–	<u>4,286</u>
Total contingent liabilities	<u>137</u>	<u>46,655</u>	<u>24,375</u>	<u>4,286</u>

In addition, loans of SEK 1,444,480,000 (609,520,000) have conditions in relation to minimum requirements on equity/assets ratio, interest cover and net debt (see note 3).

The Group has issued an option which gives the CEO the opportunity to acquire shares in one of the Group's subsidiaries in the future. If the option is exercised, this would have a negative impact on the Group's equity.

Note 33 Subsidiaries sold

During the year, Produktionsaktiebolaget Göteborg Ett AB was sold to SBS Radio AB through a non-cash issue, and the consideration was regarded as equivalent to the market value, SEK 100 million. The transaction did not give rise to any cash flow. Otherwise, five dormant subsidiaries were sold for a total consideration of SEK 2.4 million.

Note 34 Acquisition of subsidiaries

The following subsidiaries were acquired during the year:

Company	Acquisition date	Share of equity, %	Share of votes, %
Through Stampen Media Partner:			
Mobiento Group AB	2009-08-12	100%	100%
Mobiento AB	2009-08-12	57.8%	57.8%
Stampen Asia Group Holding Company Ltd	2009-04-01	100%	100%
Through VTAB Intressenter:			
V-TAB Avesta AB	2009-09-02	100%	100%
V-TAB Heatset AB	2009-09-02	100%	100%

In the consolidated income statement, SEK 33,272,000 of net sales and SEK –4,371,000 of the operating profit for the year are attributable to acquired companies.

Note 34 Acquisition of subsidiaries, cont.

The acquisition of Stampen Asia Group Holding Company Ltd is of minor financial significance. V-TAB Avesta AB and V-TAB Heatset AB are two newly-established companies which acquired operations through the acquisition of assets and liabilities.

SEK million	Carrying amount in Group
Mobiento AB, number of employees, 23	
<i>Assets and liabilities in acquired operation</i>	
Assets excluding cash and cash equivalents	2.9
Cash and cash equivalents	4.2
Non-current liabilities	-13.8
Current liabilities	<u>-4.7</u>
Identifiable net assets	-11.4
Goodwill	<u>36.7</u>
Total consideration	<u>25.3</u>
<u>Deduct:</u>	
Consideration not paid	-3.6
Cash and cash equivalents in acquired operations	<u>-2.8</u>
Effect on the Group's cash and cash equivalents	<u>18.9</u>

Goodwill refers primarily to the acquired expertise of the personnel of the acquired operations.

Over and above the consideration on the acquisition of Mobiento, an additional SEK 269.5 million in respect of acquisitions made during 2008 was paid in cash.

Note 35 Events after the reporting date

After the close of the period, V-TAB's printing premises in HÄrryda were sold to Hemfosa Fastigheter AB. V-TAB remains as tenant with a long-term lease. The building is approximately 10,000 m², and V-TAB took possession on 1 March 2010.

Otherwise, no events, which are regarded as significant, occurred after the reporting date but before the Annual Report was signed.

Note 36 Transition to IFRS accounting

(SEK million)	Note	2008-12-31		IFRS	2007-12-31		IFRS
		Sw GAAP	Adjustment to IFRS		Sw GAAP	Adjustment to IFRS	
Balance sheet in brief							
Assets							
Intangible assets	B, D	2,725	336	3,061	2,110	–	2,110
Tangible assets	E	1,143	90	1,233	1,557	–	1,557
Financial assets	C	62	47	109	73	67	140
Non-current assets		3,930	473	4,403	3,740	67	3,807
Inventories		55	–	55	37	–	37
Current receivables	C	686	5	691	656	–	656
Cash and cash equivalents		437	–	437	435	–	435
Current assets		1,178	5	1,183	1,128	0	1,128
Total assets		5,108	478	5,586	4,868	67	4,935
Equity and liabilities							
Equity excluding non-controlling interest		711	35	746	703	10	713
Non-controlling interest	F	989	22	1,011	1,275	9	1,284
Equity		1,700	57	1,757	1,978	19	1,997
Non-current liabilities	A, C, G, H	1,633	398	2,031	1,390	48	1,438
Current liabilities		1,775	23	1,798	1,500	–	1,500
Total liabilities		3,408	421	3,829	2,890	48	2,938
Total equity and liabilities		5,108	478	5,586	4,868	67	4,935

Note 36 Transition to IFRS accounting, cont.

(SEK million)	Note	<u>2008</u>		IFRS
		Sw GAAP	Adjustment to IFRS	
Income statement 2008				
Income		5,108	-12	5,096
Production material		-1,295	-	-1,295
External distribution costs		-263	-	-263
Other external costs	E, I	-749	-13	-762
Personnel costs	A	-2,312	-3	-2,315
Appreciation/amortisation and impairment	B	-305	117	-188
Participations in results of associates		-4	-	-4
Operating profit		180	89	269
Financial items net	C	-73	-42	-115
Profit after financial items		107	47	154
Tax	H	6	16	22
Profit for the year		113	63	176
Attributable to:				
The Parent Company's shareholders		46	26	71
Non-controlling interest		67	37	105

Summary of effect on equity of transition to IFRS	Note	<u>2009-12-31</u>		<u>2008-12-31</u>		<u>2007-12-31</u>	
		Controlling	Non-controlling	Controlling	Non-controlling	Controlling	Non-controlling
Equity in accordance with Swedish practice		667	969	711	989	703	1,275
Goodwill	B	100	368	41	105	-	-
Customer contracts	D	28	-	-2	-	-	-
Land and buildings	I	29	57	-4	-8	-	-
Financial assets available for sale	C, G	65	17	22	7	22	6
Derivatives	C, G	-11	-11	-11	-6	7	2
Other liabilities and provisions	A, C, G, I	-56	-326	-11	-76	-19	1
Total effects		155	105	35	22	10	9
Equity in accordance with IFRS		<u>822</u>	<u>1,074</u>	<u>746</u>	<u>1,011</u>	<u>713</u>	<u>1,284</u>

Note 36 Transition to IFRS accounting, cont.

Note A Pensions

Pension commitments are recognised in accordance with the rules in IAS 19 rather than the rules of the Pension Obligations Vesting Act. The consequences of this include:

Pension commitments are recognised in accordance with a different actuarial method which, among other things, means that obligations in respect of personnel who have retired must be discounted at market interest rates instead of, as previously, at a rate determined by the Swedish Financial Supervisory Authority. With respect to the Group's ITP occupational pension plan, which is administered by PP (Pressens Pensionskassa), in the absence of sufficient information from PP, is recognised as a defined-contribution plan in a manner analogous to the Swedish Accounting Standards Board's statement in respect of ITP plans insured with Alecta.

Pension commitments which were previously recorded as memorandum items have been entered as liabilities.

Note B Amortisation of goodwill

Under IFRS, intangible assets are divided into those with a finite useful life and those with an indefinite useful life. In accordance with IAS 38, Goodwill is recognised as an asset with an indefinite useful life and should not, therefore, be amortised. Goodwill is to be subject to annual impairment tests. Amortisation of goodwill for 2008 applied under the previous accounting policies amounted to SEK 123 million. This amortisation is discontinued under IFRS.

Stampen has carried out impairment tests. These show that no impairment requirement exists.

Note C Financial instruments

In accordance with IFRS, certain of the Group's financial instruments are recognised at fair value. The financial instruments affected by this change in measurement method are unlisted shares and derivatives. The group meets the requirements for a hedge accounting in accordance with IAS 39 with effect from 1 February 2009. This means that changes in the value of derivatives are recognised in equity. For the period before February 2009, changes in value were recognised through profit or loss.

Note D Business acquisitions

IFRS involves major changes in the way in which corporate acquisitions are recognised (IFRS 3). Intangible assets are, to a greater extent, to be identified and assigned a market value on the acquisition date. Such assets include customer relationships, patents, licenses, brands etc. In addition, a useful life is established for each such asset and the asset is amortised according to plan. For assets for which the useful life cannot be determined, no amortisation takes place. These assets are, instead, subject to an annual impairment test, which took place in November 2009. As a first time adopter of IFRS from 2009, the group had the option of applying IFRS 3 (revised), see also note 2.

Note 36 Transition to IFRS accounting, cont.

Note E Transaction costs

The application of IFRS 3 (revised) means that transaction costs are to be expensed and are not, as previously, to be part of the acquisition cost. Transaction costs for 2008 amounted to SEK 16 million, and for 2009, SEK 2 million.

Note F Non-controlling interests

Under IFRS, non-controlling interests are part of equity in the balance sheet, which means that total equity also includes the non-controlling interest's share in this. The profit/loss for the period in the income statement and statement of comprehensive income are presented in accordance with IFRS before the deduction of any non-controlling interests.

Note G Equity instruments

In accordance with IAS 32, financial instruments are to be recognised at their actual substance. Preference shares which, under a Swedish accounting practice, are recorded as shares held by non-controlling interests, are, therefore, treated as a liability in IFRS.

Note H Deferred tax

A number of the above-mentioned IFRS effects generate a difference between carrying amount and assessed value. Deferred tax is recognised on these differences.

Note I Leasing

Properties utilised through finance leases are reported as non-current assets, while the associated financing is reported under liabilities.

Note 37 Result from participations in Group companies

	<u>2009</u>	<u>2008</u>
Result from participations in subsidiaries		
Dividends	9,766	36,178
Capital gain/loss on sale	2,955	-489
Impairment	-	-5,500
Total	<u>12,721</u>	<u>30,189</u>
Result from participations in associates		
Dividends	784	-
Participation in the result of associates (limited partnership)	30,911	22,212
Capital gain/loss on sale	-	6,105
Total	<u>31,695</u>	<u>28,317</u>

Note 38 Appropriations

	<u>2009</u>	<u>2008</u>
Transfer to tax allocation reserve	–	–9,980
Reversal of tax allocation reserve	27,524	–
Additional depreciation	<u>2,445</u>	<u>–303</u>
Total	<u>29,969</u>	<u>–10,283</u>

Note 39 Participations in subsidiaries

Name	Corporate ID number	Registered office	Share of equity	Number of shares	Carrying amount
<i>Göteborgs Posten Nya AB</i>	556000-6966	Gothenburg	100%	3,000,000	226,854
GP Företagsmarknad AB	556629-2669	Gothenburg	100%	1,000	–
Västpaketet AB	556751-0234	Gothenburg	100%	1,080	–
<i>Mediabolaget Västkusten AB</i>	556726-8577	Gothenburg	70%	1,001	374,797
Bohusläningen Intressenter AB	556314-1620	Uddevalla	73.33%	7,333	–
<i>Bohusläningens AB</i>	556018-2742	Uddevalla	100%	10,300	–
<i>Annonsfyren i Bohuslän AB</i>	556660-1729	Uddevalla	100%	1,000	–
<i>Tidningsfyren i Bohuslän AB</i>	556660-5407	Uddevalla	100%	1,000	–
<i>Tvåstads Tidnings AB</i>	556220-4130	Trollhättan	100%	10,000	–
<i>Väst kustmedia AB</i>	556746-2790	Uddevalla	100%	1,000	–
– <i>Mediapartner i väst AB</i>	556247-6068	Trollhättan	100%	1,000	–
Mediabolaget i Halland AB	556119-7624	Halmstad	100%	36,320	–
<i>Radio Closedown i Halland AB (formerly Radio Rix i Halland)</i>	556468-8371	Halmstad	100%	100	–
– <i>Radio Licence Startup i Halland AB</i>	556774-4676	Halmstad	100%	1,000	–
<i>Mediabolaget i Halland Fsg AB</i>	556212-8842	Halmstad	100%	1,000	–
<i>VTAB Intressenter AB**1</i>	556685-4229	Gothenburg	66.70%	1,069	80,467
V-TAB AB **2	556617-0451	Gothenburg	53.54%	1,205,987	–
<i>V-Tab Aröd AB</i>	556314-2131	Gothenburg	100%	100,000	–
<i>V-TAB Norrtälje AB</i>	556333-3946	Norrtälje	100%	400,000	–
<i>V-TAB Västerås AB</i>	556288-6308	Västerås	100%	200,000	–
<i>V-TAB Norrahammar AB (formerly Reklambruket)</i>	556635-0699	Jönköping	100%	10,000	–
<i>Tryckerivägen i Landvetter AB</i>	556748-0537	Gothenburg	100%	1,000	–
<i>V-TAB Falkenberg AB (formerly Civiltryckeriet)</i>	556432-9042	Falkenberg	100%	40,000	–
<i>V-TAB Örebro AB</i>	556320-2216	Örebro	100%	20,000	–
<i>VTAB Avesta AB*</i>	556788-3698	Avesta	100%	1,000	–
<i>VTAB Heatset AB*</i>	556788-3706	Gothenburg	100%	1,000	–
<i>Morgonpress Invest</i>	556651-0599	Gothenburg	51%	510	2,728
<i>Mkt Media **3</i>	556684-3610	Stockholm	39%	411	7,922
Centertidningar	556173-5696	Stockholm	100%	200	–
Adeprimo	556468-3984	Östersund	100%	5,000	–
<i>VLAB</i>	556650-8577	Gothenburg	100%	5,000	500
Varbergsposten	556580-8325	Varberg	100%	1,000	–

Note 39 Participations in subsidiaries, cont.

Name	Corporate ID number	Registered office	Share of equity	Number of shares	Carrying amount
<i>Stampen Media Partner AB</i>	556716-9601	Gothenburg	99%	999	3,990
Myblock	556734-1838	Gothenburg	55%	550	–
Familjeliv Media FL AB	556697-6196	Stockholm	91%	910	–
<i>Familje Media spa z000</i>	KRS 0000301446	Olsztyn,,PL	51%	510	–
Odlanu i Sverige AB	556725-9493	Hässleholm	51%	510	–
Handshake AB	556744-2172	Gothenburg	100%	1,000	–
Appelbergs Publishing AB	556511-7453	Stockholm	100%	169,366	–
<i>Appelbergs Magazine Förlag AB</i>	556672-1444	Stockholm	100%	100,000	–
<i>Internetredaktörerna i Sverige AB</i>	556769-1232	Stockholm	100%	1,000	–
City Yard Holding AB	556751-0978	Stockholm	66.90%	669	–
CAPM	556726-0277	Stockholm	100%	1,000	–
DOBB Production AB	556660-6009	Stockholm	100%	1,000	–
Svenskafans AB	556591-7332	Stockholm	100%	1,000	–
Svenska Fans LTD	no 4374775	Ascot, UK	75%	75	–
Stampen Asia Group Holding Company Ltd*	1294421	Hong Kong	100%	10,000	–
Mobiento Group AB*	556778-1553	Stockholm	57.80%	57,800	–
<i>Mobiento AB*</i>	556587-0580	Stockholm	100%	270,561	–
<i>Get2Know Comm AB*</i>	556602-5689	Stockholm	100%	1,052	–
<i>Samedio Affärsservice AB</i>	556220-1052	Gothenburg	100%	1,000	10,100
<i>Svensk Radioutveckling Holding AB **4</i>	556772-2771	Gothenburg	62.25%	62,250	150
<i>Västsvensk Tidningsdistribution KB **5</i>	969678-5378	Gothenburg	11.10%	–	21,374
VTD Kartdatabas AB	556260-7084	Gothenburg	100%	1,000	–
<i>Västsvensk Tidningsdistribution AB **6</i>	556607-2319	Gothenburg	14.50%	290	25
<i>Radiointressenter HSVN AB **7</i>	556769-7700	Gothenburg	39%	100,000	62
<i>Mediaintressenter PLMS AB **8</i>	556588-3708	Gothenburg	61.71%	257,010	503,827
Liberala Tidningar i Mellansverige AB	556729-0191	Stockholm	55%	78,895	–
<i>LT Liberala Tidningar AB **9</i>	556503-8436	Örebro	82.90%	9,400	–
– <i>Nerikes Allehanda AB</i>	556005-0980	Örebro	100%	500,000	–
VLT AB	556032-9467	Västerås	98.12%	4,865,007	–
– <i>Gratistidningar i Sverige AB</i>	556535-6549	Stockholm	66.70%	534,000	–
– <i>Lokaltidningen Mitt i Stockholm AB</i>	556280-0267	Stockholm	100%	1,000	–
– <i>Lokaltidningen Örebroar'n AB</i>	556351-6722	Örebro	100%	1,000	–
– <i>S-Post AB</i>	556234-2377	Stockholm	100%	1,000	–
– <i>Söderteljeposten Försäljnings AB</i>	556733-6994	Södertälje	100%	1,000	–
– <i>Tidningarna i Innerstaden AB</i>	556333-7905	Stockholm	100%	1,741	–
– <i>Mediebolaget Promedia i Mellansverige AB</i>	556720-7856	Örebro	93.9%	276,545	–
– <i>Tidningsbolaget Promedia i Mellansverige AB</i>	556079-2797	Västerås	100%	50,000	–
– <i>Länstidningen Södertälje AB</i>	556019-7427	Södertälje	98.90%	474,720	–
– <i>Försäljningsbolaget Promedia i Mellansverige AB</i>	556026-1991	Västerås	100%	10,000	–
– <i>Norrtälje Tidning AB</i>	556005-9122	Norrtälje	100%	150,000	–

Note 39 Participations in subsidiaries, cont.

Name	Corporate ID number	Registered office	Share of equity	Number of shares	Carrying amount
– <i>Prolog KB</i>	969706-0367	Västerås	60%	–	–
– <i>Leanback Sweden AB</i>	556557-9744	Västerås	100%	1,000	–
– <i>NA Media AB</i>	556598-4415	Örebro	100%	200	–
– <i>Prolog Tidningsdistribution and Logistik AB</i>	556177-9181	Västerås	60%	600	–
– <i>TV Check AB</i>	556537-1423	Västerås	100%	3,000	–
– <i>Bra Radio i Västerås AB</i>	556514-5025	Västerås	100%	1,000	–
– <i>Radio License Startup Örebro AB</i>	556774-5350	Örebro	100%	1,000	–
– <i>Radio License Startup Västerås AB</i>	556774-5822	Västerås	100%	1,000	–
Total carrying amount					1,232,796

*Companies acquired during 2009

**1 Additional indirect participations of 11.1% via Bohuslänningen Intressenter AB and 11.1% via Mediabolaget i Halland AB

**2 Additional indirect participations of 28.51% via VLT AB and 17.95% via Nerikes Allehanda

**3 Additional indirect participations of 9.5% via Morgonpress Invest AB and 29.4% via VLT AB

**4 Additional indirect participations of 22.25% via Bra radio i Västerås AB

**5 Additional indirect participations of 22.2% via Väst kustmedia AB and 11.1% via Mediabolaget i Halland AB

**6 Additional indirect participations of 28.5% via Väst kustmedia and 14.25% via Mediabolaget i Halland AB

**7 Additional indirect participations of 22% via Radio Closedown i Halland AB and 39% via Bra Radio i Västerås

**8 Additional indirect participations of 17.77% via Morgonpress Invest AB

**9 Additional indirect participations of 17.1% in VLT AB

Note 40 Untaxed reserves

	<u>2009-12-31</u>	<u>2008-12-31</u>
Accumulated accelerated depreciation on non-current assets	–	2,445
Tax allocation reserves	=	<u>27,524</u>
Total	<u>0</u>	<u>29,969</u>

Note 41 Key ratios, definitions

Operating margin

Operating profit as a percentage of total income.

Return on total assets

Profit/loss before financial expense as a percentage of average balance sheet total.

Return on capital employed

Profit/loss before financial expense as a percentage of average interest-bearing capital.

Return on equity

Profit/loss after tax as a percentage of average equity and non-controlling interests.

Equity/assets ratio

Equity and non-controlling interests as a percentage of balance sheet total.

Debt/equity ratio

Provisions and liabilities including deferred tax liability as a percentage of equity and non-controlling interests.

Net debt

Liabilities to credit institutions less cash and cash equivalents.

Gothenburg 19 April 2010

Margita Björklund

Sven-Olof Bodenfors

Tomas Brunegård
CEO

Jack Forsgren

Peter Hjärne

Lennart Hörling

Josefin Hjärne Meyer

Lennart Olsson-Lejon
Chairman

Helena Levander

Lotti Svedenstedt

Mats Säter
Employee representative

Sten Sjögren
Employee representative

Glenn Gyllenhammar
Employee representative

Lars Jonasson
Employee representative

Our audit report was submitted on 19 April 2010.

Magnus Götenfelt
Authorised Public Accountant

Håkan Jarkvist
Authorised Public Accountant