

ELECTRA GRUPPEN AB

BUSINESS DESCRIPTION

ELECTRA GRUPPEN AB IS A FULL SERVICE PROVIDER OF GOODS AND SERVICES IN CONSUMER ELECTRONICS. The company's retail chains offer consumer electronic and telecom products. The firm through its subsidiaries offers marketing, supply chain, information technology and concept development services. The company was founded in 1949 by Gunnar Lissinger and is headquartered in Kalmar, Sweden.

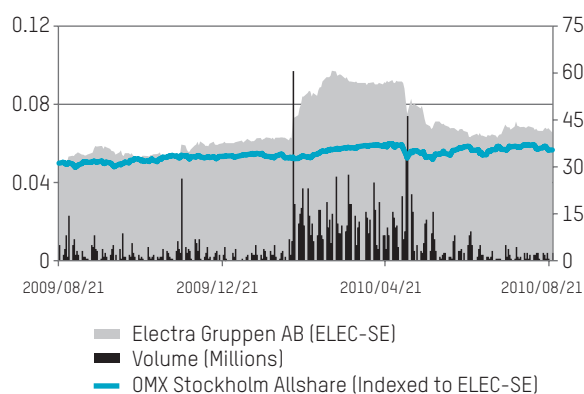
KEY ITEMS

Margins & Ratios	31 Dec 09 final	31 Dec 08 final	31 Dec 07 final
Gross Margin	2.8%	2.4%	3.3%
EBIT Margin	2.8%	2.4%	3.4%
EBITDA Margin	3.3%	3.0%	3.9%
Net Margin	2.2%	1.9%	2.6%
Return on Equity (ROE)	12.4%	10.4%	17.4%
Dividend Yield	7.3%	14.3%	12.8%
Price/Earnings	9.0x	5.4x	7.3x
Price/Sales	0.2x	0.1x	0.2x
Price/Book Value	1.1x	0.6x	1.2x
Price/Cash Flow	19.8x	3.8x	6.3x
Enterprise Value/EBIT	6.2x	2.9x	4.8x
Enterprise Value/EBITDA	5.2x	2.4x	4.2x

FINANCIAL SUMMARY

Statement Items	31 Dec 09 Final	31 Dec 08 Final	31 Dec 07 Final
Sales/Revenue	1,099.7	1,066.0	1,284.7
Gross Income	31.0	25.5	42.8
EBIT	31.0	25.9	43.3
EBITDA	36.6	31.7	49.9
Net Income	23.9	20.2	33.2
EPS (recurring)	4.589	3.876	-
EPS (basic)	4.589	3.876	6.383
EPS (diluted)	4.589	3.876	-
Cash & Short Term Investments	24.0	33.7	54.2
Total Accounts Receivables	207.8	156.6	219.6
Inventories	85.4	87.2	130.8
Total Debt	0.0	0.0	20.0
Net Operating Cash Flow	10.9	28.7	38.5
Capital Expenditures	0.6	1.9	1.2
Free Cash Flow	-5.3	-4.4	16.7
Per Share Items			
Sales Per Share	211.44	204.96	247.00
Dividends Per Share	3.00	3.00	6.00
Book Value Per Share	37.75	36.16	38.22
Tangible Book Value Per Share	37.18	34.83	36.11
Cash Flow Per Share	2.09	5.52	7.40
Free Cash Flow Per Share	-1.03	-0.85	3.21
Common Shares Outstanding	5.20	5.20	5.20

SHARE DEVELOPMENT



All figures in millions of Swedish Krona, except per share items.

Source: FactSet

