

NOTE 3**BUSINESS AREAS**

Ferd's segment reporting complies with IFRS 8. Ferd is an investment company, and the Company's management makes decisions and monitors and evaluates these decisions based on the fair value of the Company's investments and their changes in value. The operating segments are identified on the basis of capital and resource allocation. Ferd is divided into the following five business areas:

Ferd Capital is an active and long-term investor in privately owned and listed companies. Ferd has a general approach to investments in the area going from late-venture to "buy-out". Those companies where Ferd Capital has control have been consolidated into the consolidated financial statements, and the business area reporting therefore comprises the consolidated results from these companies, as well as the value changes and management costs of the non-consolidated companies. The value of the investments and the value changes are shown in the accounts of Ferd AS, where Ferd Capital reports MNOK 1 640 in operating result. The value of Ferd Capital's portfolio constitutes MNOK 6 342 at 31 December 2011 and MNOK 8 913 at 31 December 2012 measured at fair value.

Ferd Capital prioritises investments in companies where we have the relevant expertise. The team comprises highly qualified staff with operational experience from active owner funds, manufacturing, business development, finance and strategic consultancy. Ferd Capital manages the Group's long-term active equity investments, the largest investments being:

- Elopak (97 percent stake) is one of the world's leading manufacturers of packing systems for fluid food articles. With an organisation and cooperating partners in more than 40 countries, the company's products are sold and marketed in more than 100 countries on all continents.

- TeleComputing (97 percent stake) is a leading supplier of IT services to small and medium-sized enterprises in Norway and Sweden. The company supplies a broad range of netbased applications and customised operating and outsourcing services in addition to system development, customer assistance and other consultancy services.

- Swix Sport (100 percent stake) is developing, manufacturing and marketing ski wax, ski poles, accessories and textiles for sporting and active leisure time use under the brands Swix, Ulvang and Bavac, Toko, Original and Lundhags. The company has extensive operations in Norway as well as abroad through subsidiaries in, i.a., Sweden, USA, Japan and Germany.

- Mestergruppen (94,5 percent stake) is a prominent participant in the Norwegian building materials market concentrating on the professional part of the market. The company's operations include developing land and projects, housing and cottages and the sale of building materials.

- Aibel (49 percent stake) is a leading supplier to the international upstream and gas industry with the emphasis on the Norwegian shelf. The company is engaged in operating, maintaining and modifying offshore and land based plants, and is also supplying complete production and processing installations.

- Interwell (34 percent stake) is a preeminent Norwegian supplier of high-tech well tools to the international oil and gas industry. The company's most important market is the Norwegian shelf, but it has in recent years also gained access to several significant markets internationally both in Europe and the Middle-East.

Ferd Invest is an active investor managing a considerable portfolio of Nordic listed shares. The business area primarily invests in individual shares, which are assumed to have a large potential, and is measured against a total Nordic index.

Ferd Special Investments (SI) has a wide mandate to make investments, but so far only hedge fund in the second-hand market have been purchased. SI makes investments where Ferd achieves particular opportunities other investors are not able to utilise, either due to the requirement for capital, long-term conditions or other.

Ferd Hedgefond invests in various types of hedge funds managed by hedge fund environments abroad. The business area shall provide a satisfactory risk-adjusted return and ensure a risk diversification for Ferd.

Ferd Eiendom is an active property investor responsible for the Group's investments in property. Operations include developing, leasing and managing office, warehouse and logistic properties and developing housing property for sale, mainly in the Oslo area. The projects are partly carried out internally, partly together with selected external cooperating partners. Ferd Eiendom also invests in foreign property funds.

Other mainly comprises investments in externally managed private equity funds that do not require much daily follow-up and are monitored by management rather than allocated to a separate business area. Hence, these securities are part of Other. Other also comprises some financial instruments management may acquire to adjust the total risk exposure. Additionally, operating expenses related to Ferd's management and internal bank are included.

NOK 1 000	Ferd AS Group	Ferd Capital	Ferd Invest	Ferd Special Investments	Ferd Hedgefond	Ferd Eiendom	Other
Result 2012	10 465	10 464					

Sales income	10 403 326	10 404 382				944	
Income from financial investments	3 234 991	1 081 221	654 655	182 447	137 678	- 52 774	1 231 764
Other income	483 836	39 445				444 082	310
Operating income	14 184 153	11 585 048	654 655	182 447	137 678	392 252	1 232 074
Operating expenses excl. depreciation and impairment	9 872 908	9 719 959	23 928	12 852	8 255	39 845	68 069
EBITDA	4 311 246	1 865 089	630 727	169 595	129 422	352 407	1 164 005
Depreciation and impairment	452 849	451 398	77	58	37	368	911
Operating profit	3 858 396	1 413 691	630 650	169 537	129 385	352 039	1 163 094
Share of profit from associated companies and joint ventures	87 010	56 965				30 045	
Profit before finance items and income tax expense	3 945 406	1 470 656	630 650	169 537	129 385	382 083	1 163 094

Statement of financial position 31 December 2012

Intangible assets	1 731 348	1 731 348					
Tangible assets and investment properties	3 377 888	1 381 850	117		442 1 991 498		3 981
Investments accounted for by the equity method	599 321	258 732				340 590	
Investments classified as current asset	15 388 186	4 140 076	3 473 772	1 480 585	1 607 396	319	4 686 039
Other assets*	5 439 300	3 982 241	52 839	291 122	79 027	296 752	737 320
Total assets	26 536 044	11 494 246	3 526 728	1 771 707	1 686 865	2 629 158	5 427 340

*) The business area's net bank overdraft are included here and deducted from the other assets.

NOK 1 000	Ferd AS Group	Ferd Capital	Ferd Invest	Ferd Special Investments	Ferd Hedgefond	Ferd Eiendom	Other
Income statement 2011							
Sales income	9 320 120	9 320 120					
Income from financial investments	- 314 447	301 789	- 654 377	130 931	- 59 005		- 33 785
Other income	141 956	15 855			20	125 261	820
Operating income	9 147 629	9 637 763	- 654 377	130 931	- 58 985	125 261	- 32 964
Operating expenses	8 612 814	8 492 366	7 895	15 823	10 425	45 535	40 772
EBITDA	534 815	1 145 398	- 662 272	115 108	- 69 410	79 727	- 73 736
Depreciation and impairment	374 168	373 122	77	61	54	292	561
Operating profit	160 647	772 276	- 662 349	115 047	- 69 464	79 434	- 74 296
Income on investments accounted for by the equity method	32 237	12 082				20 155	
Profit before finance items and income tax expense	192 884	784 358	- 662 349	115 047	- 69 464	99 589	- 74 296

Statement of financial position 31 December 2011

Intangible assets	1 751 449	1 751 449					
Tangible assets and investment properties	2 956 514	1 433 015	194		537 1 519 070		3 698
Investments accounted for by the equity	657 004	370 130				311 406	16 468

method	037 004	329 130				311 400	10 400
Investments classified as current asset	13 476 441	3 028 666	2 938 422	1 395 973	1 492 666	476	4 620 239
Other assets*	5 226 231	4 437 450		99 332	69 814	132 781	486 853
Total assets	24 067 639	10 979 711	2 938 616	1 495 305	1 563 016	1 963 733	5 127 258

*) The business area's net bank overdraft are included here and deducted from the other assets.