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Q1 2022

Pontus Lindwall, President & CEO Betsson AB

Martin Öhman, CFO Betsson AB

OUTLINE

- Highlights
- Progress during the quarter
- Financials
- Trading update
- Regulatory update
- Summary
- Q&A



Pontus Lindwall
CEO, Betsson AB



Martin Öhman
CFO, Betsson AB

Q1 HIGHLIGHTS



REVENUE
MEUR 170
+8% YoY

EBIT MARGIN
14%

SPORTSBOOK REVENUE
+45%
YoY

NET DEBT
MEUR -17

EBIT
MEUR 24
-13% YoY

SPORTSBOOK TURNOVER
+10%
YoY

ORGANIC EBIT
MEUR 38
+40% YoY

ACTIVE CUSTOMERS
1 256 449
+33% YoY
GROWTH

CASINO REVENUE
-5%
YoY



THE BETSSON STRATEGY SUPPORTS GROWTH

VISION
Deliver the best customer
experience in the gaming industry

MISSION
Be a long-term, leading
online gaming company

AMBITION
Be a customer-centric gaming company
that sustainably outgrows the market

EXISTING MARKETS

NEW MARKETS

B2B

M&A

TALENTED PEOPLE

QUALITY PRODUCT

OPERATIONAL EXCELLENCE

ONE BETSSON

PASSION

FAIR PLAY

EXISTING MARKETS - BETSSON'S BACKBONE

EXISTING
MARKETS

NEW MARKETS

B2B

M&A

Betsson Sweden...

- Launched the 4th season of 'Fimpens Resa' and the 'Real Hockey Heroes' initiative
- Signed up football star **Pontus Wernbloom** as its new brand ambassador
- Sponsored the first nationwide amateur **padel** tournament



StarCasino.sport Italy...

- Sponsored A.C. Milan, Internazionale Milano and SSC Napoli
- Consumer promotion engaging the fans of all three teams
- Ad hoc CSR activation



HIGH ACTIVITY IN NEW MARKETS



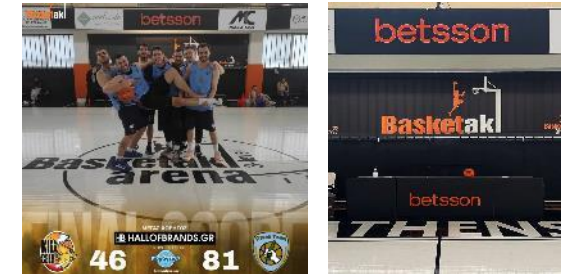
Betsson Argentina has launched in the Province and City of Buenos Aires

- Partnered with **Casino de Victoria**, a leading land-based Argentinian operator and part of Grupo Mautone
- A mature land-based gambling market but online gambling is still relatively new



Betsson Greece...

- Secured deal with Nova Sports, cable TV channel and novasports.gr news portal
- Name Sponsor of **Basketaki** - the top amateur basketball league with 260+ teams and 4,000+ players
- Sponsoring the **2022 EKO Racing Drift Games**



US LAUNCH IN COLORADO



- Focus on fine-tuning the product post-launch and pre-marketing
- Marketing campaigns to be initiated in May 2022
- Participates in several RFPs and other processes for the B2B offering
 - Having a live product is key

INNOVATION SUPPORTING GROWTH



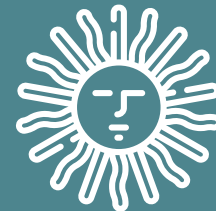
Improved system capacity and an overall improved customer experience - more responsive websites and mobile apps

Increased focus on developing native apps



The American sportsbook launched via native app Betsafe

543 casino games were released, 11 of which came with a period of exclusivity for our brands



Offering launched in the City and Province of Buenos Aires, Argentina

Migrated the Latin American sportsbook from Malta to local cloud-based operations



AWARD WINNING QUARTER



New Casino Awards 2022

- Most Compared Casino of the Year



EGR Nordics Awards 2022

- Operator of the Year
- Customer Services Operator
- Sportsbook Operator of the Year
- Affiliate Programme of the Year
- Marketing Campaign of the Year



SiGMA Asia Awards 2022

- Online Operator of the Year



International Gaming Awards 2022

- Safer Gambling Operator of the Year
- Great Place to Work



Swedish Gambling Awards 2022

- Customer Satisfaction - Marketing

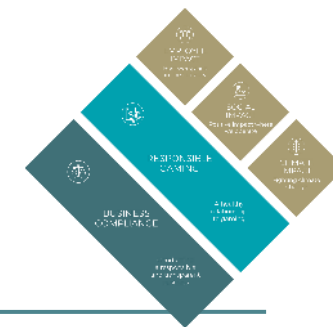
SUSTAINABILITY FRAMEWORK

- Integrated part of business strategy
- Five focus areas: *Responsible Gaming, Business Compliance, Employee Impact, Social Impact and Climate Impact*
- Goals, KPIs and governance processes in place
- Mapped against U.N. Development Goals
- Sustainability reporting according to GRI standards, core level



HIGHLIGHT

RESPONSIBLE GAMING PREDICTION TOOL



Full integration
completed in
Q1 2022

Based on academic research with
different groups of parameters, such as:



Gambling activity
& related patterns



Payment activity
& related patterns



Holistic 360 view
of player profile



Demographics



Time related - length,
frequency, time and
day

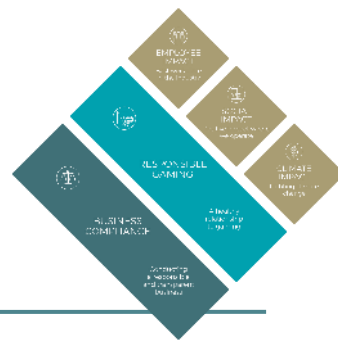


Updated analysis in realtime
so that the RG team has the
latest player (risk) scorings



RG-team can tailor interaction with
customer and recommend appropriate
responsible gaming tools

SELECTED ACTIVITIES DURING Q1



BUSINESS COMPLIANCE



Anti-corruption and AML

New mandatory internal training course on anti-corruption.

Developing the AML Code of Conduct for the Online Gambling Industry, together with the European Gaming and Betting Association (EGBA).

SOCIAL IMPACT



Supporting Ukrainian business partners

Assisted in the relocation of employees and families of Betsson's long-term business partners in Ukraine

CLIMATE IMPACT



Climate neutral company

Compensating for its own and its customer's emissions for 2021 +10% by purchasing reduction units in certified projects.

FINANCIALS

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DEVELOPMENT AND KPIs



Active customers increased by 33% to 1,3M



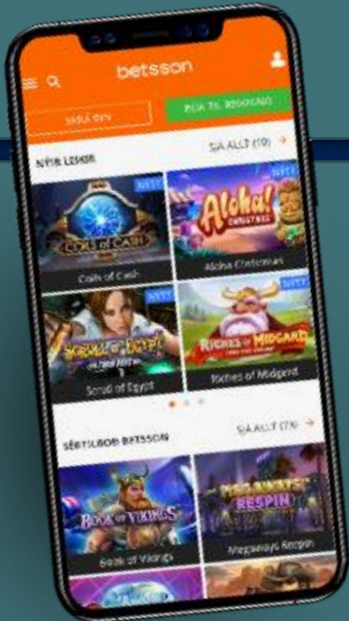
Deposits increased to MEUR 782.5



Reporting in EUR instead of SEK



Revenues increased to MEUR 170.2, an increase of 8%. Organic increase of 14%.



Casino revenue decreased by 5% YoY

Mobile revenue: 78% of total

Sportsbook turnover increased by 10% YoY with a margin of 8.3%

Sportsbook revenue up 45% YoY

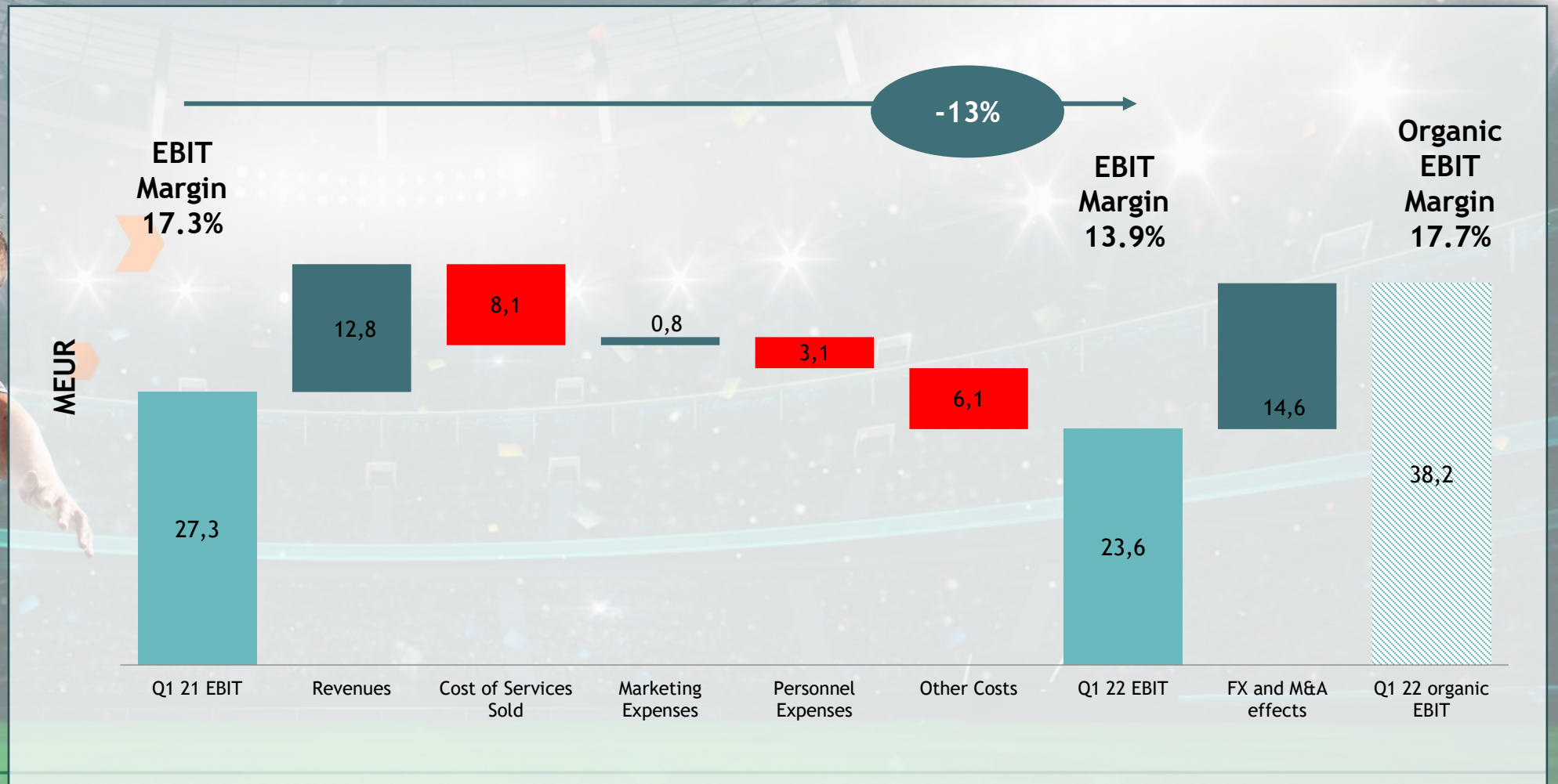
Mobile revenue: 80% of total



REVENUE DEVELOPMENT BY REGION



EBIT DEVELOPMENT YOY



CASH FLOW & FINANCIAL POSITION

- Operating cash flow
 - Negative effect from working capital of 2.9 million
- Investments
 - Driven by investments in own development
- Financing activities
 - Driven by lease payments
- Net debt MEUR -17 (4)
 - Net debt/EBITDA -0.1 (0.1)
- Equity/assets ratio 65% (62%)

MEUR	Q1 2022	Q1 2021
Operating cash flow	26.9	32.3
Cash flow from investing activities	-9.4	-7.7
Cash flow from financing activities	-1.2	-1.2
Cash flow for the period	16.3	23.4
Cash and cash equivalents, end of period	111.8	109.0

Q2 2022 TRADING UPDATE*



Average daily revenue until 25 April was **13.5%** higher than the average daily revenue of the full Q2 2021

The average organic daily revenue was **17.7%** higher than the average daily revenue of the full Q2 2021

During this period, the sportsbook margin has been **higher** than the average margin over time

** This trading update is an indication of how the second quarter has started, however it is not a revenue forecast*

REGULATORY UPDATE

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REGULATORY UPDATE

NORWAY



A new Gambling Act was decided with the aim to be implemented in January 2023. A formal cease and desist order was received from the Norwegian regulator which is now being contested.

NETHERLANDS



Licence applications was filed with the Dutch regulator in February and March respectively. The application review period is up to six months.

SWEDEN



In January the appeals level court upheld the judgment of the court of first instance regarding the fine of SEK 14 million imposed by SGA for non-compliant bonuses offered in 2019.

CANADA



The newly regulated Ontario online gambling market has opened-up. An updated version of Registrar's Standards and guidance for advertising and marketing has been published.

BELARUS



Belarus' support to Russia in its war against Ukraine, led Betsson to surrender the Belarusian gaming licence and cease operations. The regulator formally cancelled the licence on 31 March 2022.

SUMMARY Q1

- Revenue growth driven by continued good momentum in the sportsbook and through geographic diversification
 - Strong SB activity resulting in ATH SB revenue
 - Overall revenue growth YoY driven by Latin America
 - Strong financial position with a positive net debt
- Solid outlook for the rest of 2022
 - Satisfactory start of the second quarter
 - Expected launches in Mexico and Canada
 - FIFA World Cup in November and December



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THANK YOU

TIME FOR Q&A