

The logo for betsson ab, featuring the word "betsson" in a lowercase, sans-serif font, followed by "ab" in a smaller, lowercase, sans-serif font. The background is a dark teal color with a repeating pattern of small, light teal icons related to gambling and finance, such as dice, roulette wheels, and playing cards.

betsson ab

Q2 2021

Pontus Lindwall, President & CEO Betsson AB

Martin Öhman, CFO Betsson AB

OUTLINE

- Highlights
- Operational update and strategic initiatives
- Financials
- Trading update
- Regulatory update
- Summary
- Q&A

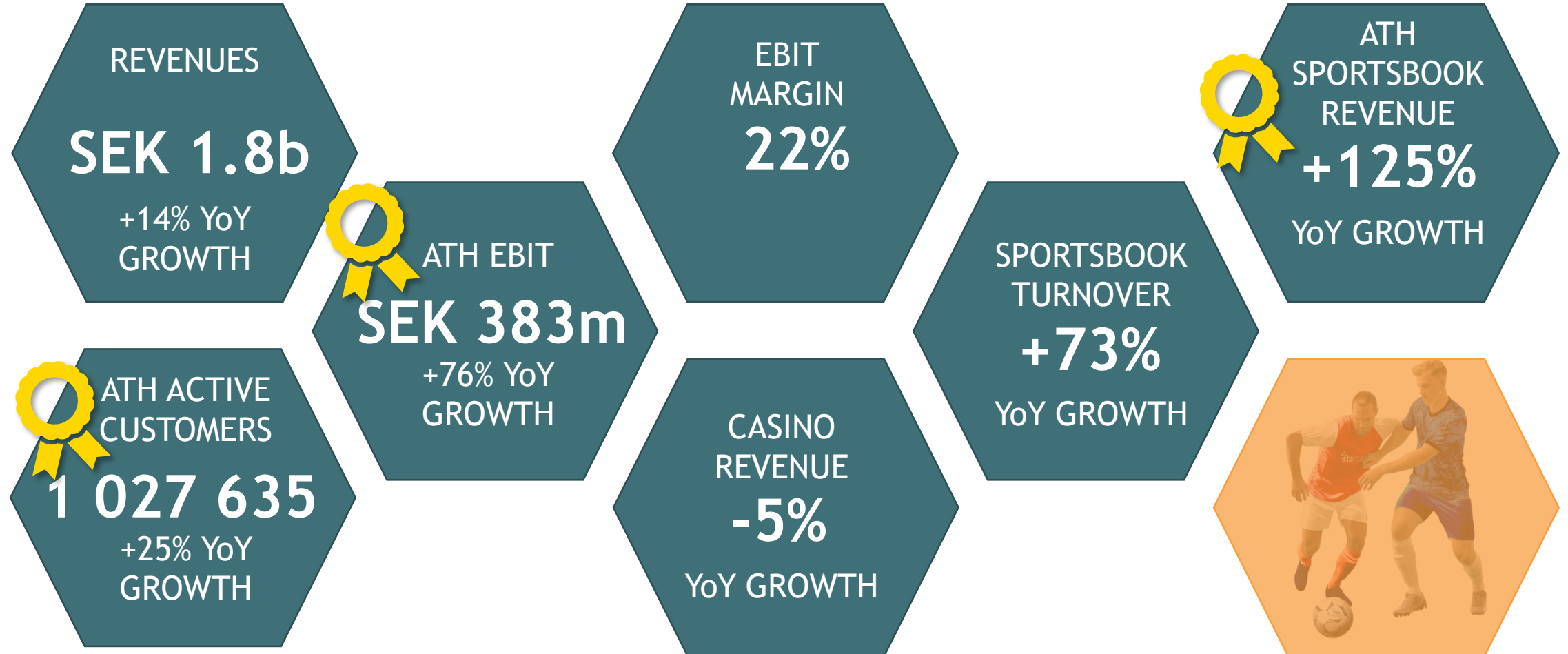


Pontus Lindwall
CEO, Betsson AB

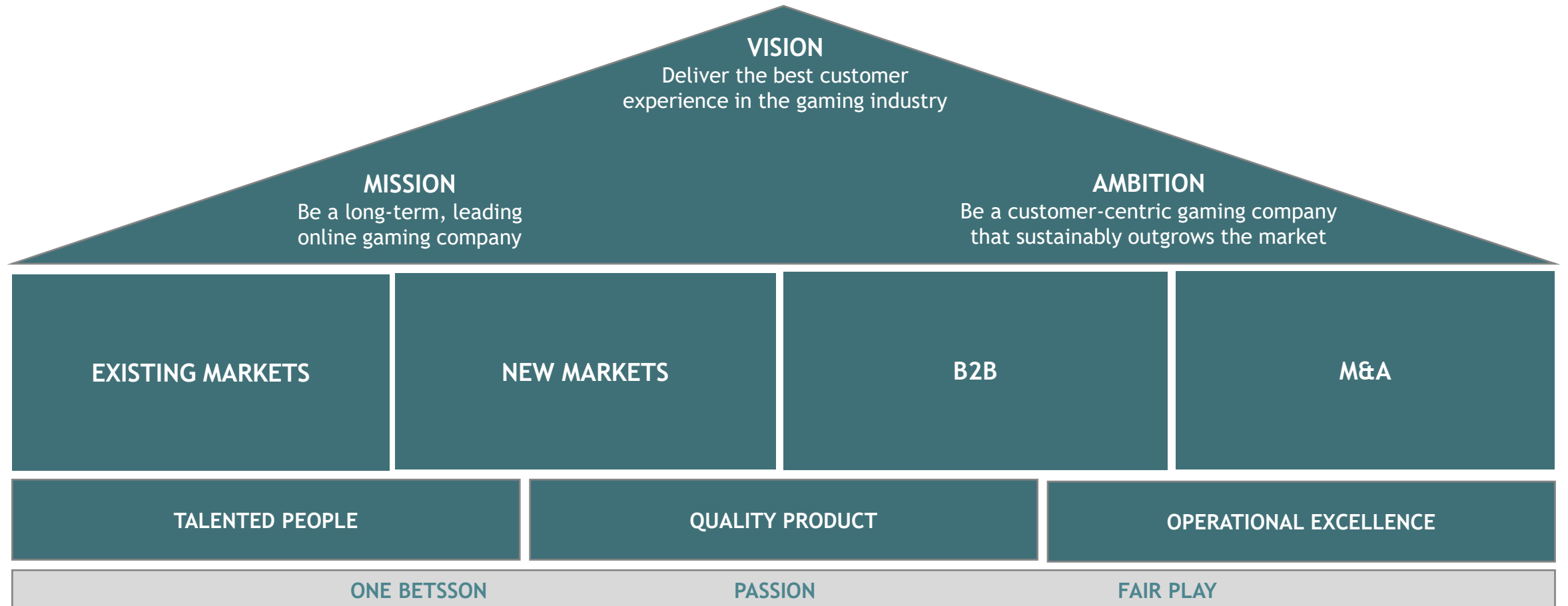


Martin Öhman
CFO, Betsson AB

Q2 HIGHLIGHTS



THE BETSSON STRATEGY SUPPORTS GROWTH



NEW MARKETS

EXISTING
MARKETS

NEW MARKETS

B2B

M&A

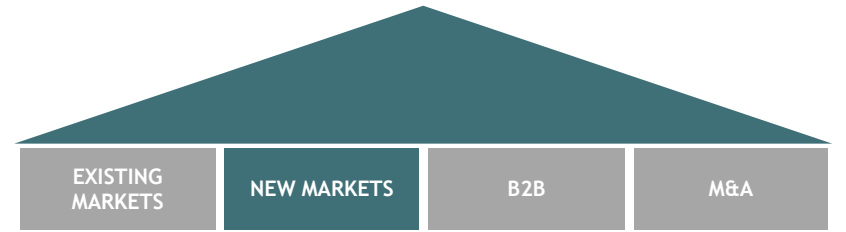


Regional official sponsor



- Messi's celebrating on winning Copa America with a Betsson background reached over 10m viewers
- NDCs increased by 382% YoY in June and 113% increase between May and June
- Impact of more recreational customers compared to regular season

NEW MARKETS



Operations in Greece launched offering sportsbook. Casino, slots, and poker to be launched shortly



Betsson expanded its presence in Eastern Europe through the establishment in the Republic of Belarus

STRATEGIC INVESTMENTS AND COLLABORATIONS



- Strategic investments

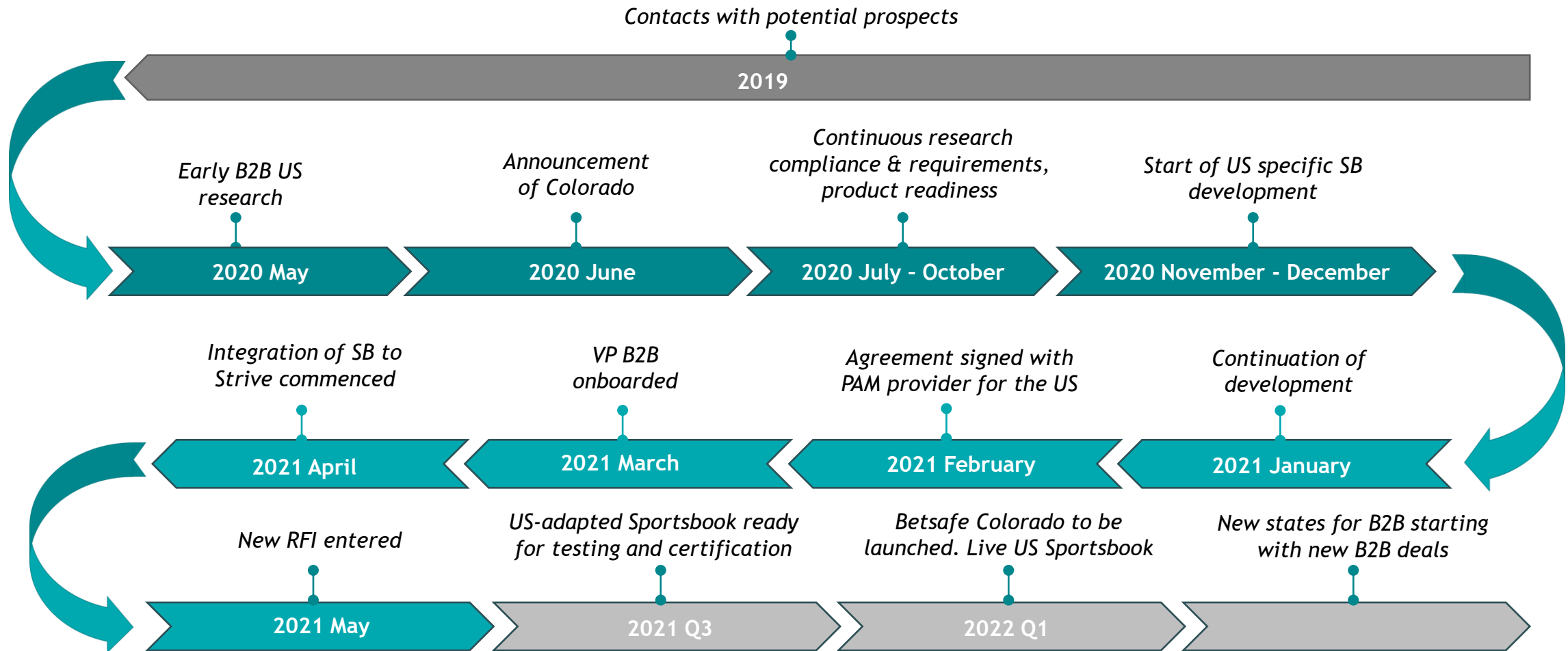
- 6.5 MUSD invested in strategic venture to acquire a 35% stake in Strive encompassing technology, IP and market expertise
- Betsson acquired 50% of the shares in the software development company JDP Tech Ltd, for handling LatAm payments

- Strategic collaborations

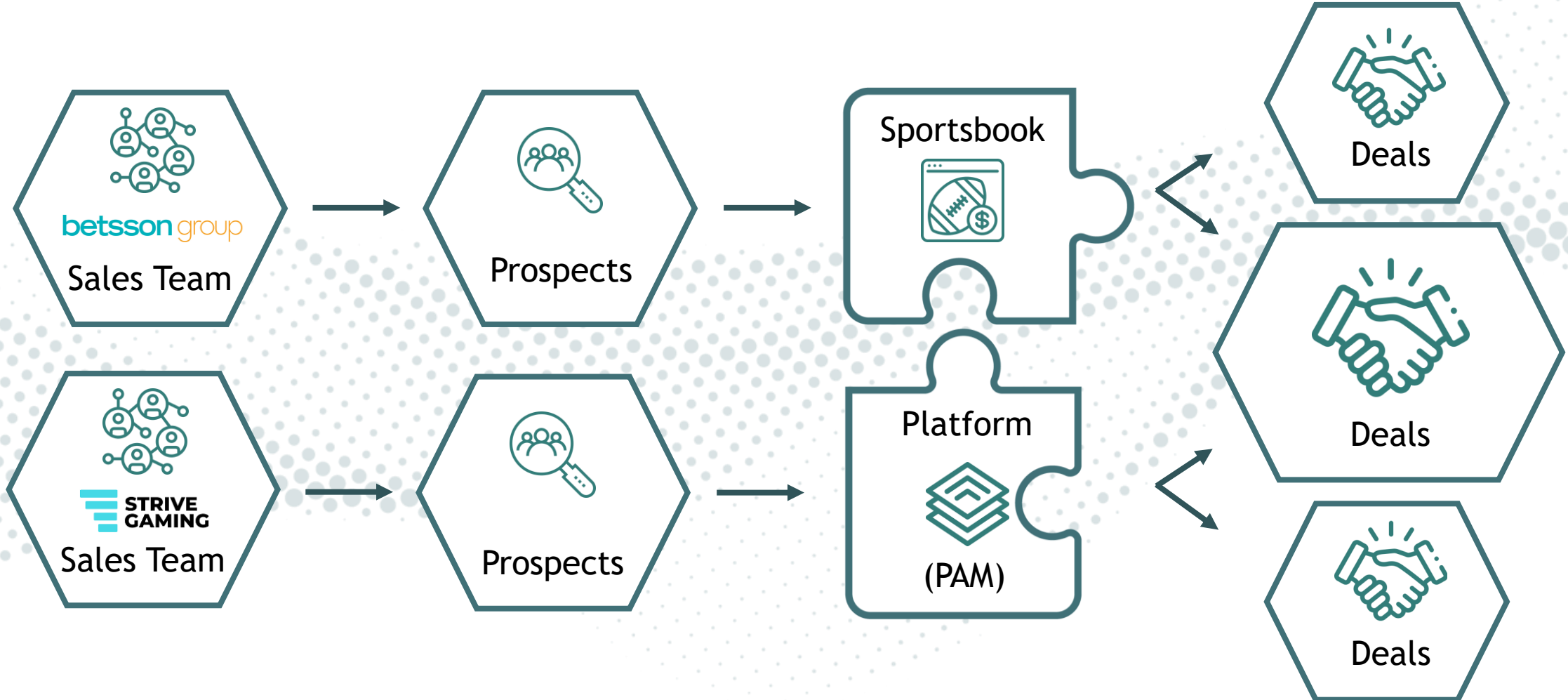
- Agreement with Strive for PAM development providing Betsson with a modern platform on the US market
- Betsson selected as sportsbook and iGaming platform supplier to Masterpiece Gaming Limited, a subsidiary of the commerce & ventures segment of German media group ProSieben Sat.1



BETSSON US TIMELINE



BETSSON & STRIVE COMMERCIAL OPPORTUNITIES



INNOVATION SUPPORTING GROWTH

SAMPLE OF TECH DEVELOPMENT



New offerings developed in connection to Euro 2020 & Copa América



Continued move to cloud solutions for enhanced customer experience



Tournaments integrated into a number of different brands



Betsson has supplied sportsbook and iGaming platform for the German gaming operator Masterpiece Gaming (ProSieben)



240 casino games were released, 14 of which came with a Period of Exclusivity for our brands



Betsson Greece launched on 11th June 2021

REXBET

New B2B Rexbet brand launched for Realm

SUSTAINABILITY FRAMEWORK



RESPONSIBLE GAMING KPIs



76,025

interactions with
customers

1.0%

of customer service
contacts raised red flags



11.0%

of customers use non-
mandatory RG tools

Selected KPIs
measured on a
quarterly basis

30.3%

of NDCs set a
deposit limit



SELECTED ACTIVITIES DURING Q2



EMPLOYEE IMPACT



2+3 days

Hybrid working from home model

Leadership training: Lead Remotely for all people managers

98%

found the content relevant and actionable



Football-related employee activities

CLIMATE IMPACT



Science based target

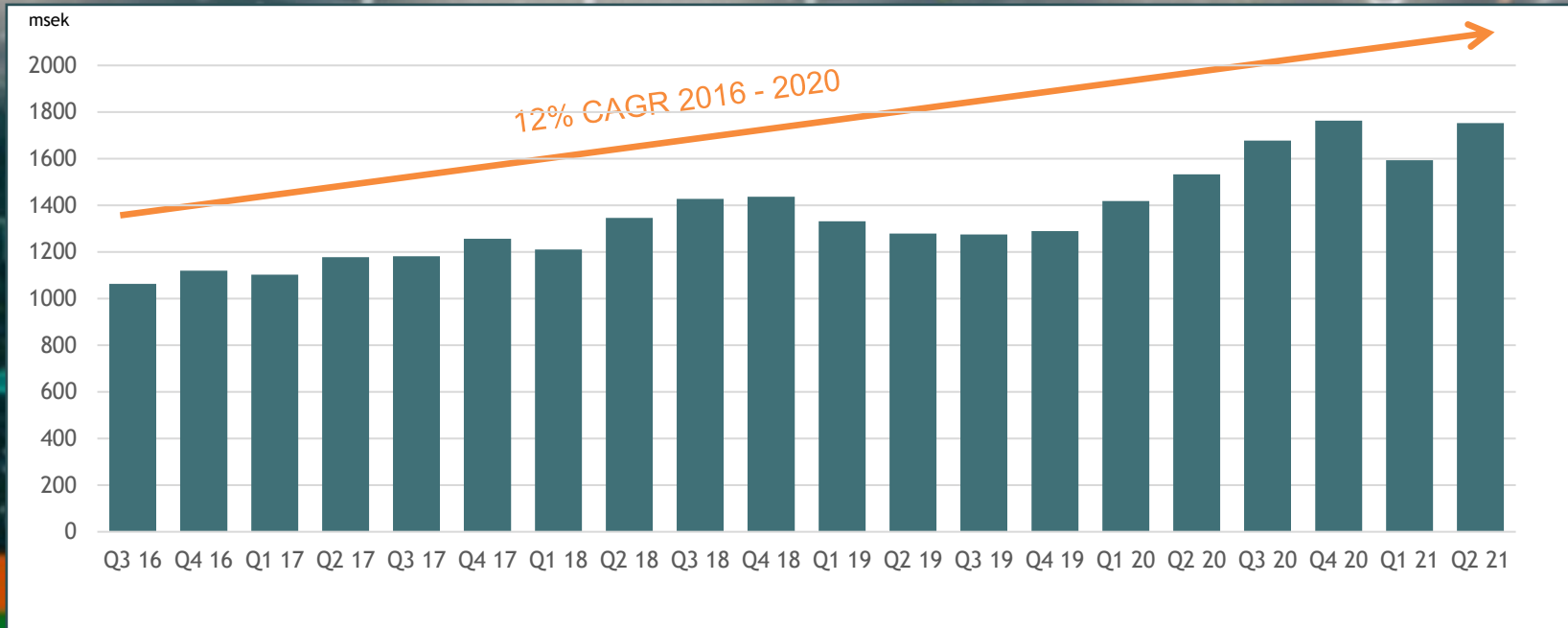
Betsson's climate targets approved ✓

Scope 1 and 2: Reduce direct and indirect CO2 emissions by at least 55%
Scope 3: Reduce indirect CO2 emissions by at least 15%

FINANCIALS

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5Y REVENUE DEVELOPMENT AND KPIs



Active **customers** increased by 25% to ATH 1,027,635



Deposits increased by 12% to MSEK 7,355.6



Casino revenue decreased by 5% YoY

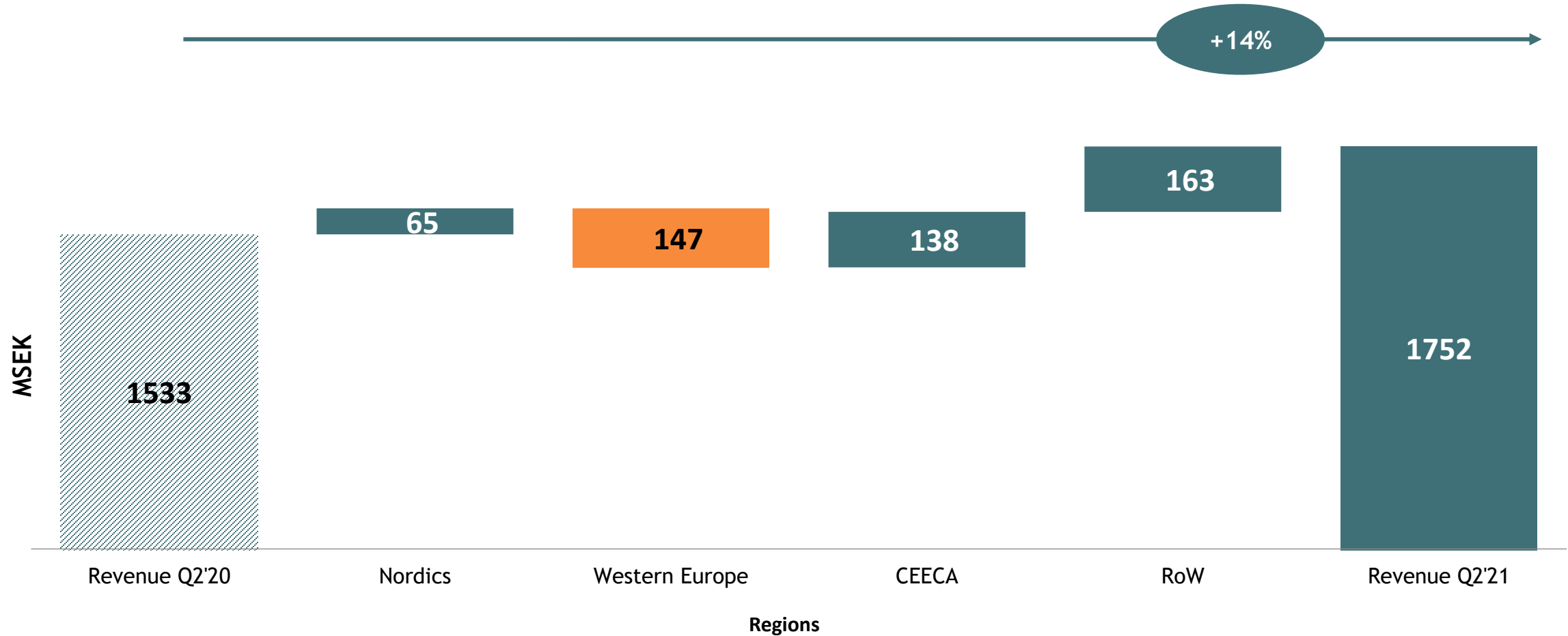
Mobile revenue 74% of total casino revenue

Sportsbook turnover increased by 73% YoY with a margin of 8.5%

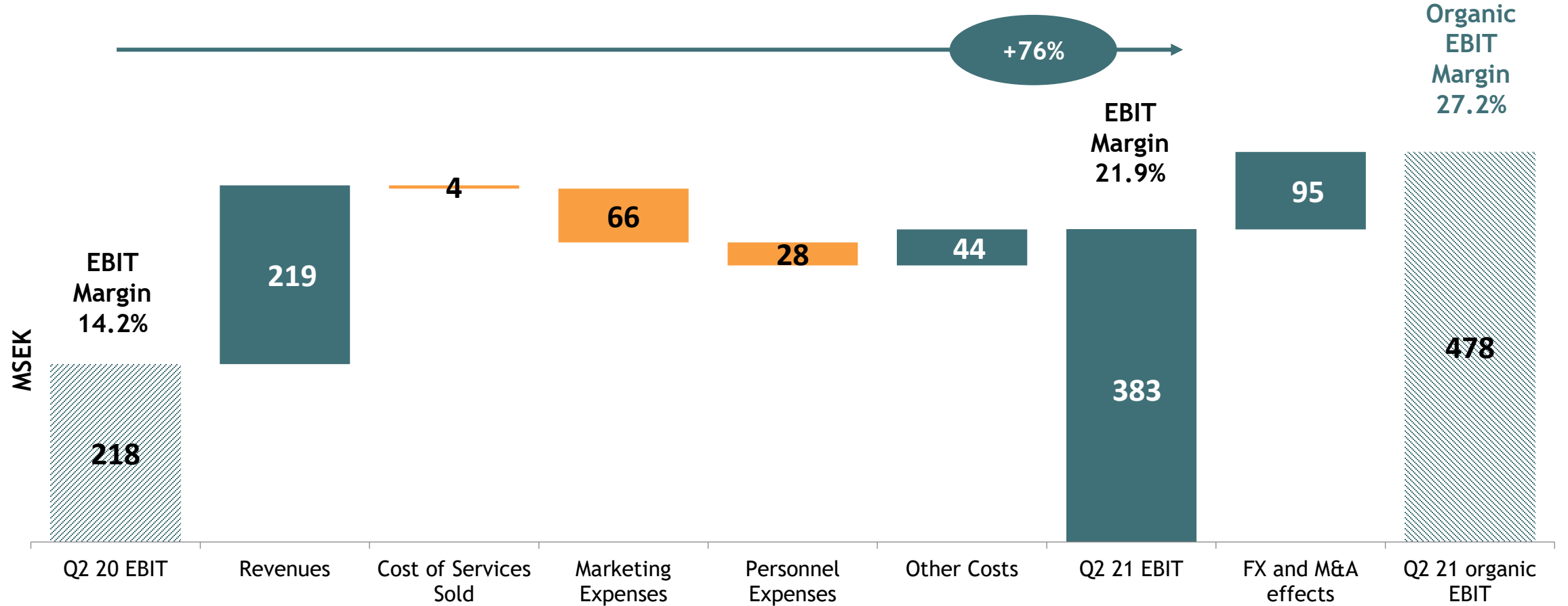
Sportsbook revenue up 125,2% YoY
Mobile revenue: 82% of total



REVENUE DEVELOPMENT BY REGION



EBIT DEVELOPMENT YOY



CASH FLOW & FINANCIAL POSITION

- Operating cash flow
 - Positive effect on working capital mainly driven by collection of a VAT receivable
- Investments
 - Driven by investments in Betsson’s proprietary technology and acquisition of shares in associated companies
- Financing activities
 - Driven by paid dividends to shareholders
- Net debt SEK 148 (45) million
 - Net debt/EBITDA 0.1 (0.1)
- Equity/assets ratio 62% (62%)

SEK m	Q2 2021	Q2 2020
Operating cash flow	571	344
Cash flow from investing activities	-198	-389
Cash flow from financing activities	-580	160
Cash flow for the period	-207	115
Cash and cash equivalents, end of period	903	981

Q3 2021 TRADING UPDATE*



Average daily revenue until 17 July was **1.7%** higher than the average daily revenue of the full Q3 2020

Adjusted for negative currency effects average daily revenue **was 8.1% higher** than the average daily revenue of the full Q3 2020

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

REGULATORY UPDATE

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REGULATORY UPDATE

SWEDEN



The Administrative Court in Sweden has overruled the Swedish Gambling Authority's decision about a violation of the Swedish Gambling Act which will not be appealed

FINLAND



The Finnish government intends to change the gaming legislation, i.e. extension of the marketing ban for foreign gaming companies

MALTA



The FATF has “grey-listed” Malta, requiring enhanced monitoring due to its subpar measures to fight money laundering

GREECE



In May, Betsson was granted two licences in Greece, one for games of chance and one for betting

KENYA



In July, Kenya introduced an excise duty on betting of 7.5 percent. The marketing ban has been lifted with immediate effect from July 12, 2021

SUMMARY Q2

- Been able to reach all time high in:
 - EBIT
 - Active customers
 - Sportsbook revenue
- Driven by our stable and scalable business model
- Expansion and increased customer base in LatAm after the CONMEBOL Copa América sponsorship
- Launch in Greece and Belarus paving way for further expansion and growth
- Strengthened our B2B offering by the Strive and Masterpiece Gaming agreements



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THANK YOU

TIME FOR Q&A