

2010-04-27

Presentation Q1 2010

Pontus Lindwall
CEO and President



Betsson

- Introduction
- Q1 Financial Presentation
- Product and Geographical split
- Key Performance Indicators
 - Sportsbook margin
 - Customer deposits
- Legal
- Events after Q1
- Q&A



2010-04-27

Betsson

Introduction



Betsson

- 45 years of accumulated competence
- 276 employees
- Listed on Nasdaq OMX Nordic, Mid Cap (BETS)
- Market Cap of € 500 000 000
- Betsson competes with national monopolies but also with peers, such as Unibet, Ladbrokes, Expekt, Bwin and similar



ARE YOU A POKER SHARK?

Test your skills at Betsson Poker!
Both beginners and aspiring pros are welcome!

PLAY HERE

POKER

- » Upcoming tournaments
- » News and Events

Poker players online: 1721

CASINO

- » Current Winners
- » Hot picks

Bonus Keno:

SPORTSBOOK

- » Most popular markets

Novak Djokovic v. Marco Chiodinelli Thu 13:00

1 1.02 2 7.40

Marsel Ithan v. Mikhail Youzhny Thu 10:05

1 4.00 2 1.22

Gael Monfils v. Thiemo De Bakker Thu 11:30

1 1.18 2 4.50

- » Live games

Number of markets to bet on: 11845

BINGO

- » First deposit bonus 30 GBP!
- » Win a trip for 2 persons

EXCHANGE

- » Most popular markets
- » Live games

Markets to bet on: 2403

SCRATCH

- » A quick scratch away from €100 000!
- » More than one third are winning cards!

GAMES

- » Current Winners
- » Hot games - Fast winnings

PLAYERS

Players online

2 960

Why Betsson?

- Award winning site
- Secure and fast payments
- 18 million poker players
- Top-class support
- Points when you play

News

- Check out our new poker lobby!
Betsson poker is hotter than ever with new improved design, simplified menus, new FAQ section, new My poker section, new player count, etc. Check it out here!

- Betsson awarded Socially Responsible Operator of the year
Betsson was awarded the prize Socially Responsible Operator 2009 at the annual BGR Awards ceremony which is considered the Oscars Gala of online gaming. The ceremony, which was arranged by eGaming Review, was held in London on the 30th of November. Betsson won in competition with Camelot, Party Gaming, Ladbrokes and others.

Upcoming Events

Thu 11:00 - Casino Lunch Race!

Thu 17:00 - Casino Daily Champ!

Thu 22:00 - Casino Midnight Express!



- Home
- Register
- Payment options
- Casino
- Poker
- Promotions
- Winners
- Invite a friend
- About us
- FAQ
- Customer Support



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Play Poker

JACKPOTS 8,067,441€

Big wins

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We are licensed and regulated within the European Union. Since 2002 we have entertained over 500,000 members with our games. Play with confidence at CasinoEuro!

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We accept

Hem

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Betalningsmetoder

Kasino

Poker

Kampanjer

Vinnare

Bjud in en vän

Om oss

Kundtjänst

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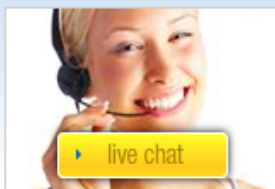
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SVENSKA
SPELAUTOMATER
PÅ NÄTET

» spela nu



Kom igång med 3 enkla steg

1. Registrera dig
2. Gör en insättning och få bonus
3. Spela och vinn

» skapa konto

Registrera och spela
för riktiga pengar



Spela gratis
Casinospel



Spela

SVERIGEAUTOMATEN
ONLINE POKER



Gold Rush

Du får det bästa inom onlinecasino
med Sverigeautomaten

- » Över 80 onlinecasinospel utan nedladdning
- » Kundservice på svenska dygnet runt
- » Stora jackpots och casinobonusar

Vi är licensierade av myndigheter inom EU och har levererat ett första klassens onlinecasino till mer än 300,000 medlemmar sedan 2002. Spela tryggt hos Sverigeautomaten!



100%
säkert kasino

Just nu! **111€ bonus**
på din första insättning

» registrera dig



» läs mer



+100 PELIÄ

Sirry aulaan

☑ Suosikit

☑ Arvat

☑ Kolikkopelit

☑ Videopelit

☑ Pöytäpelit

☑ Arvat urheilu

☑ Turnaukset

Jackpotit

Usein kysytyt kysymykset

Vastuullinen Pelaaminen

Tietoa meistä

Tietoa arvoista

PELAA LEIKKIRAHALLA

Ota meihin
yhteyttä 24/7

Puh E-mail Chat



Loistopelit. Loistovoitot.

- Joka kolmas arpa voittaa
- Suuret Jackpotit
- Tuet hyväntekeväisyyttä



Arabian Nights Jättipotti: 4624845 €



Suosikit

Arvat

Kolikkopelit

Videopelit

Pöytäpelit

Arvat urheilu

Näytä kaikki

3 Wow

Tässä pelissä sinulla on mahdollisuus voittaa mahtava palkinto, 5 000 € kuussa viidentoista vuoden ajan!



Aloittaminen on helppoa

- 1 Rekisteröidy
- 2 Saa bonuksesi/arpasi
- 3 Pelaa ja voita

AVAA PELITILI

Pelaajia
online

285

Kokeile nyt
**2 ilmaista arpaa
voita 5500 €**
joka kuukausi 15 vuoden ajan
Ei vaadi talletusta

KLIKKAA TÄSTÄ

Voittajamme tällä hetkellä

7:58	Hi-Lo Switch	
+	Asd A	26 €
8:22	Joker Wild	
+	Aki L	10 €
8:22	Joker Wild	
+	Aki L	13 €

Suurvoittajia

Deuces Wild		
+	Toni S	10 000 €
Golden Shamrock		
+	Juha S	6 015 €
Black Jack		
+	675 7	4 800 €

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English



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Welcome to Affiliate Lounge

Are your visitors to your website or your clients interested in sports, casino, bingo or poker? Are you interested in making money in a smart, convenient way? By joining Affiliate Lounge, you could be earning commissions just by referring your visitors and clients to one of our industry leading brands; [Betsson](#), [Casino Euro](#) or [Cherry Casino](#).

Affiliate Lounge is one of the most respected and renowned gambling affiliate programs in the business. With the size and experience of our team, multiple language support, trusted partner brands and wide variety of marketing tools we make sure that every partnership is as profitable as possible. For every player you refer to us, you will enjoy player lifetime revenue with up to 50% revenue share and no negative carry over.

Benefits

Rapid growth and reliability

Affiliate Lounge is part of the Betsson Group, awarded Top 10 gaming company in E-gaming review.

Reporting and realtime tracking

Wide-ranging online reporting tools with in-depth information regarding players' sign-ups, conversions and more.

Effective marketing tools

Great variety of banners available in 19 different languages and a lot of other tools.



High Growth and Profitability

	Revenue Growth	EBIT-margin
2007	121%	29.3%
2008	60%	26.7%
2009	25%	24.4%
2010 (Q1)	17%	22.9%

- Outperforming both market growth and competitors
- Manage to "invest during operation", constantly investing in IT-infrastructure and partnerships while managing operations

Examples of Investments 2009

Investment

Outcome



Active Customers

+82%

Sportsbook Gross Turnover

+89%

EU outside Nordic

+28%

Investment

Outcome

Increased Livebetting offering

Live Gross Turnover

+161%



Introduction of Scratch games

Other Products

+163%



Ongoing Investments 2010

Investment

Betsson Business Solutions



GTS Implementation (CasinoEuro)



Entraction



Betsson.com - General Improvments



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Betsson

Financial
Presentation
Q1 2010



Q1 Highlights

- Revenues increased 17% to SEK 367.7 M
(315.5)
- Customer deposits increased with 31%
- Operating income increased 2% to SEK 84.2 M
(82.4)
- Betsson broaden both poker and casino offer
- Betsson Business has faced great interest

Q1 Highlights

- Operating income negatively affected with SEK 9.2 M (*revenue 5.6 M*) because of currency revaluation
- Net contribution from capitalization and amortization of development costs was SEK 0.6 (*7.8*) M SEK
- Earnings per Share SEK 2.04 (*2.01*)

Numbers in gray = Q1 2009

Q1 Highlights

- Operating margin 22.9% (26.1)
- Active customers increased 82% to 318 600 (174 600)
- Cash by end of period SEK 520.4 M (436.8)

Numbers in gray = Q1 2009

Quarter on Quarter

- Revenues decreased 4% to SEK 367.7 M
(382.9)
- Operating income decreased 10% to SEK 84.2 M
(93.5)
- Active customers increased 10% to 318 600
(288 700)

Numbers in gray = Q4 2009

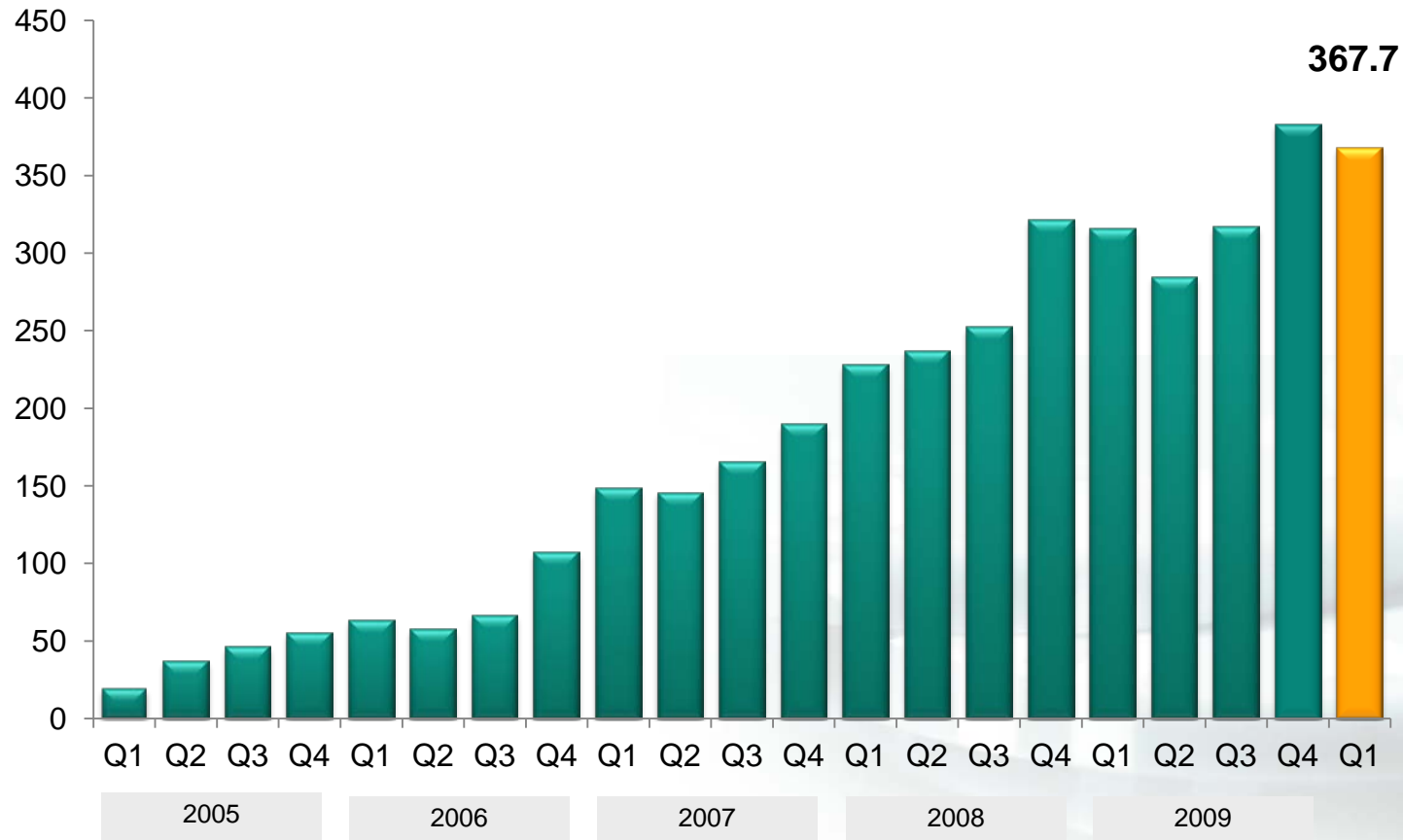


Sportsbook

- Launched in 2006, it contributes to 25% of Gross Profit with continued growth
- 89% growth year-on-year in Turnover, 161% in live betting
- Margins above industry average

Revenues

M SEK



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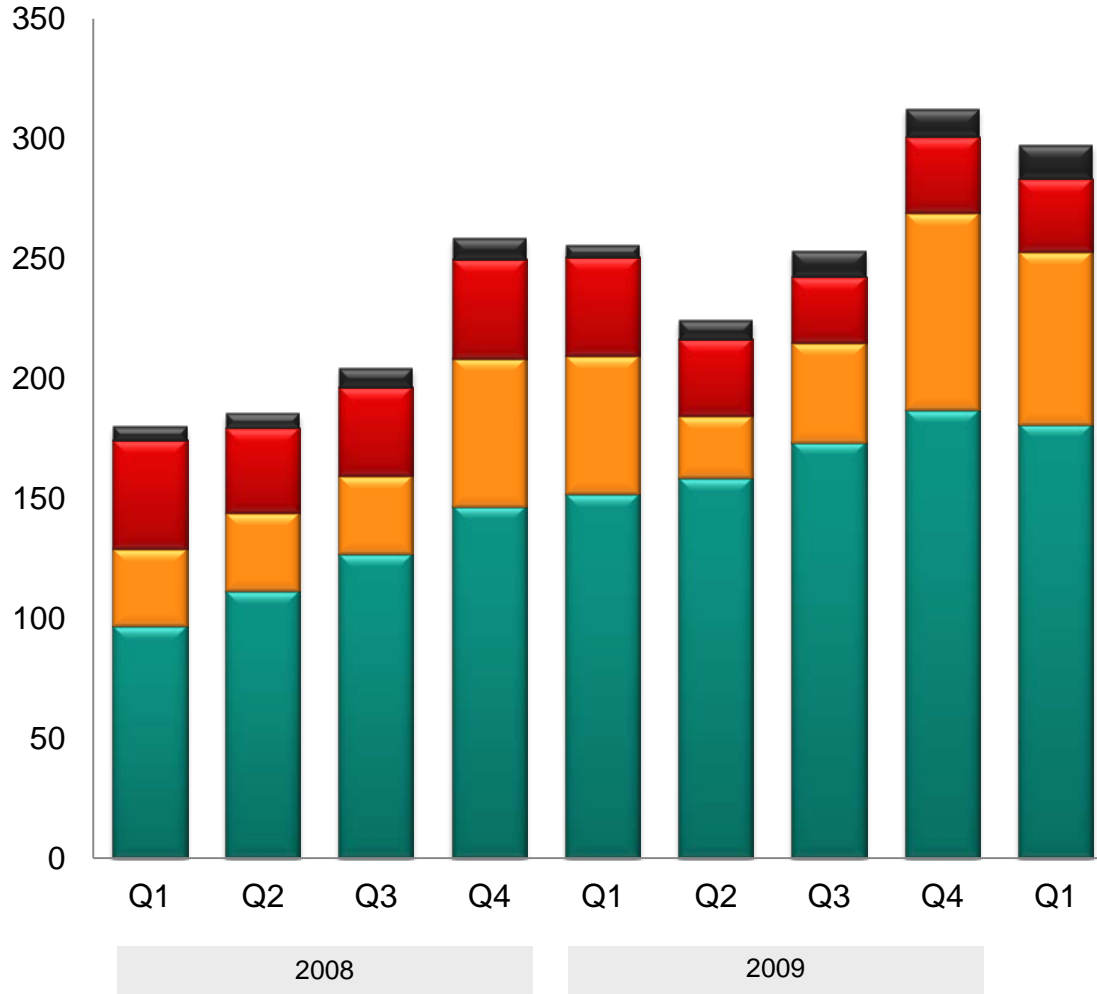
Betsson

Product and
geographical
split



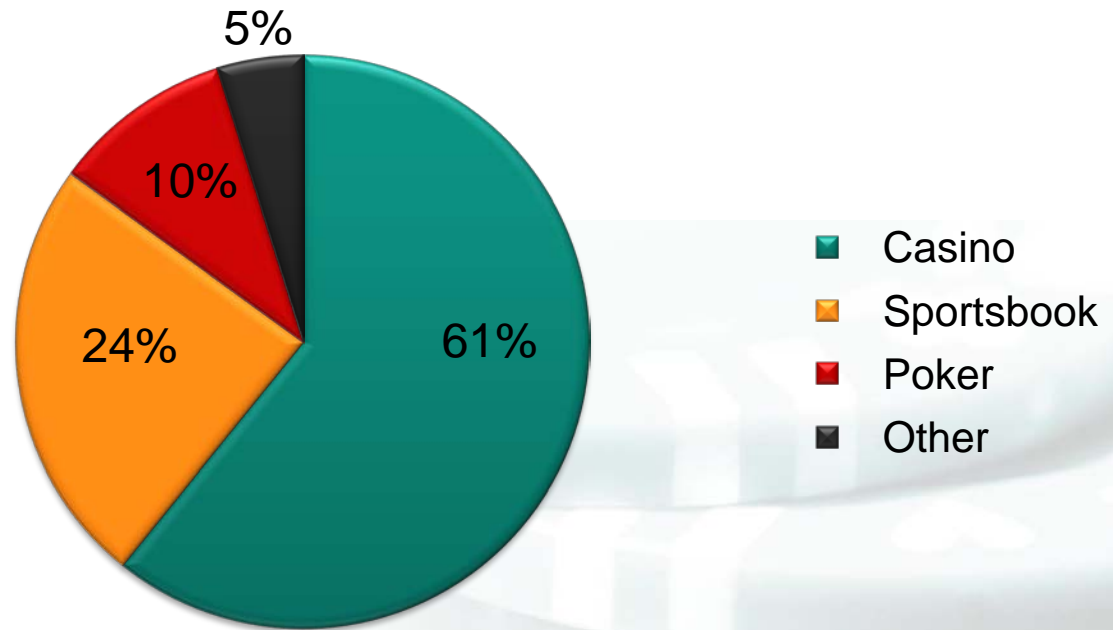
Gross Profit per Product

M SEK



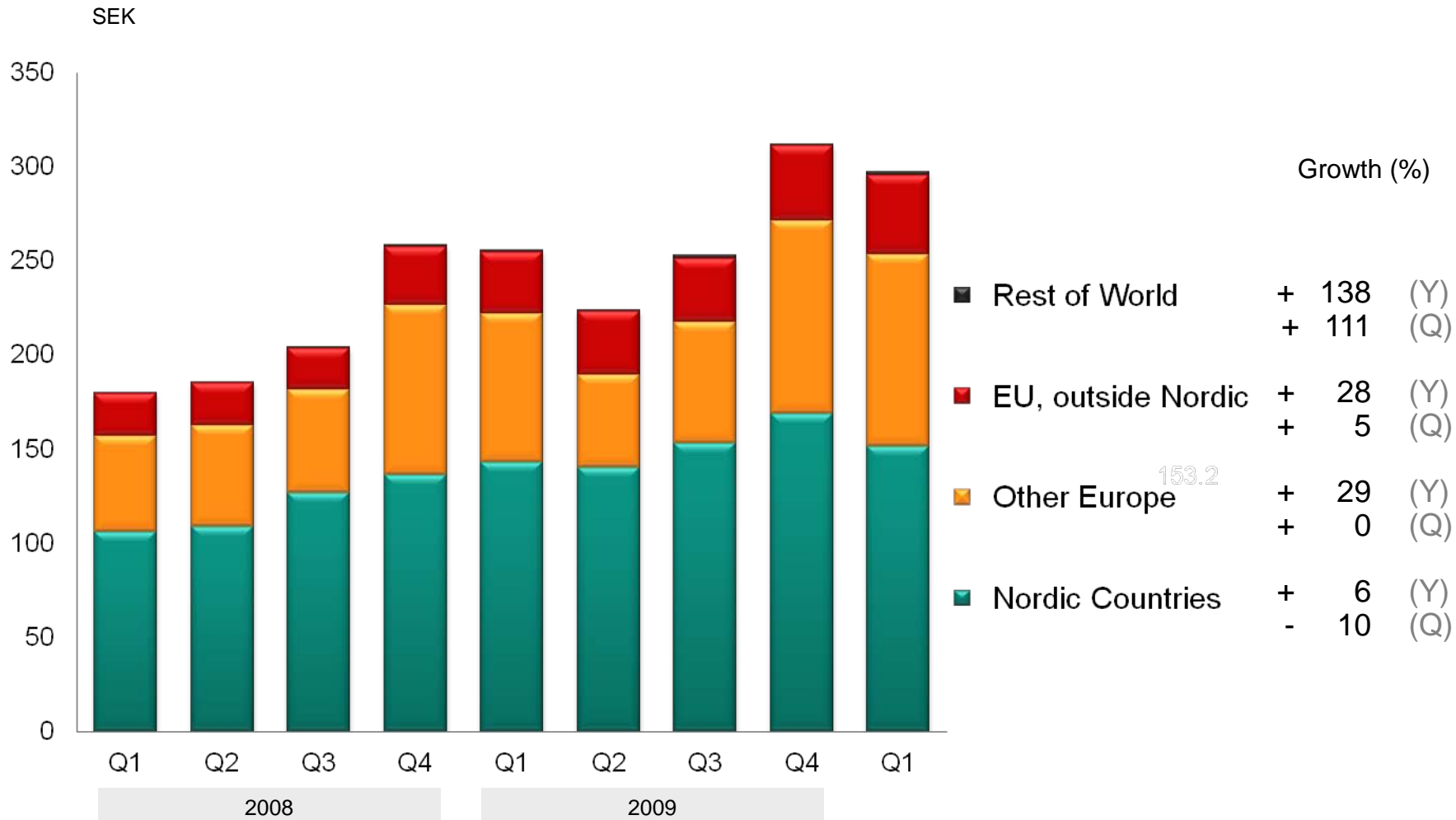
Product	YTD Change (M SEK)	QTD Change (M SEK)	Growth (%)
Other	+ 163	+ 20	(Y) (Q)
Poker	- 26	- 4	(Y) (Q)
Sportsbook	+ 25	- 12	(Y) (Q)
Casino	+ 19	- 3	(Y) (Q)

Gross Profit per Product

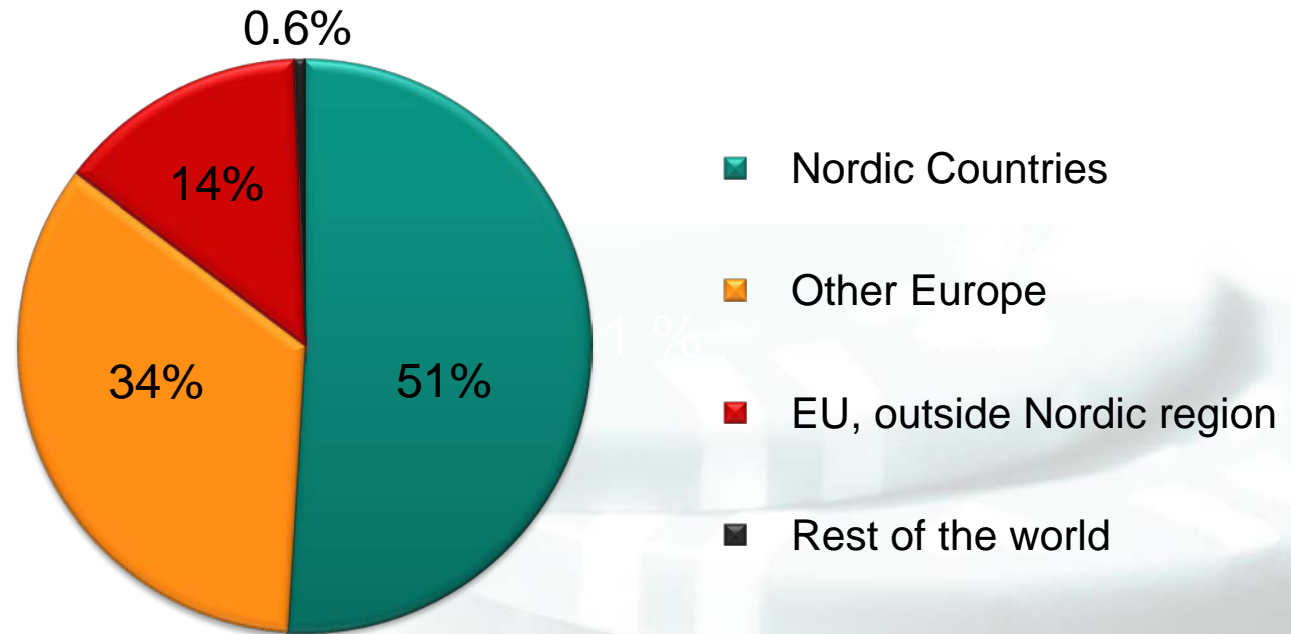


Q1 2010

Gross Profit per Geographical Area



Gross Profit per Geographical Area



Q1 2010

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Key Performance Indicators

SB Margins
Deposits

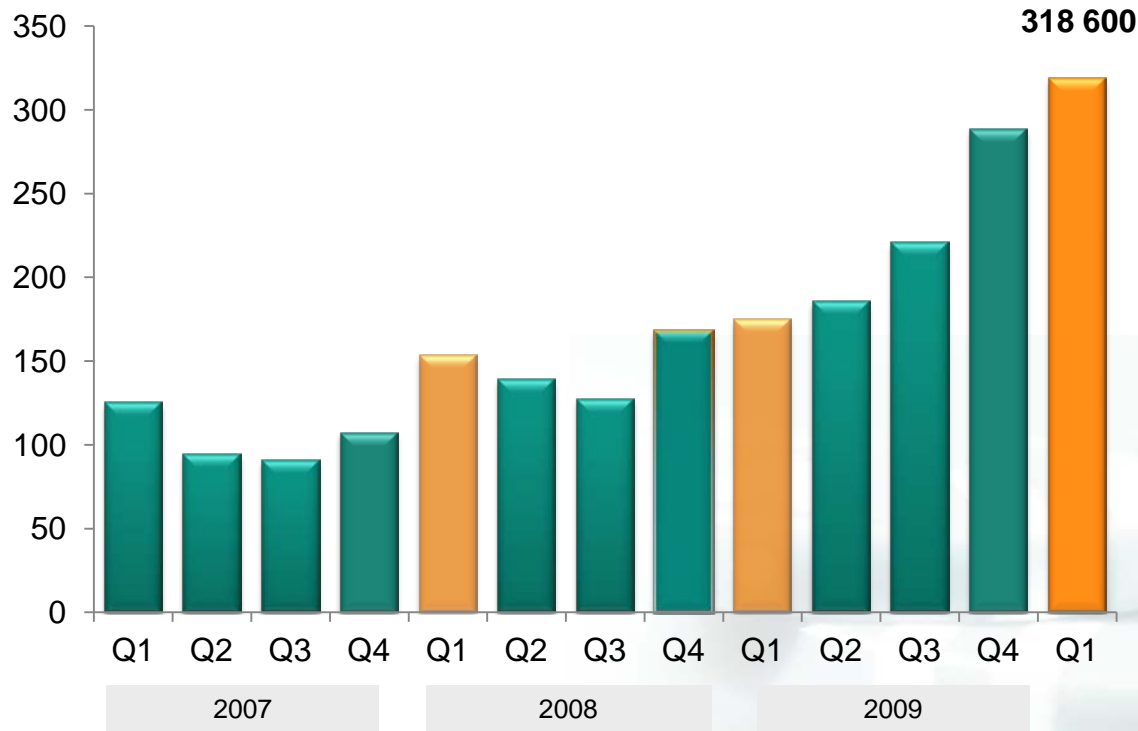


Growth Indicators

	Growth Q1 2010	
	Y/Y	Q/Q
Active Customers	82%	10%
Registered Customers	48%	14%
Revenues	17%	- 4%
Customer Deposits	31%	5%
Gross Turnover SB	89%	34%

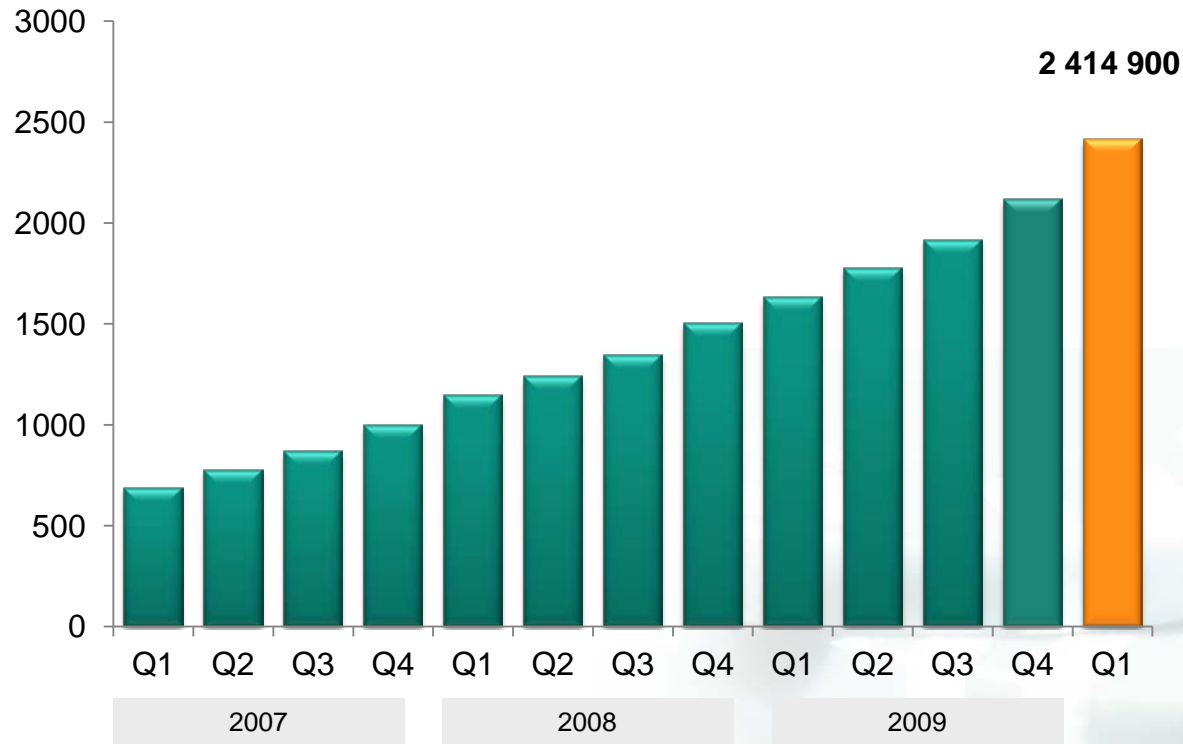
- Increase in active customers due to higher activity and different market activities. The measure active customers shall be seen in a longer perspective

Active Customers



- + 82% compared to Q1 2009
- + 10% compared to Q4 2009

Registered customers



- + 48% compared to Q1 2009
- + 14% compared to Q4 2009

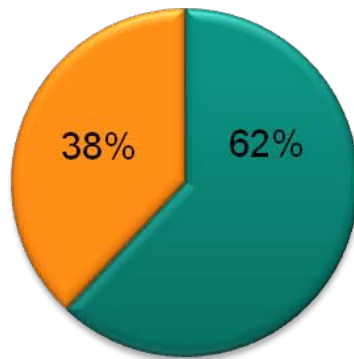
Sportsbook Margins

	2010 Q1	2009 Q1	2009 Q4	2009 FY	2008 FY
Gross Turnover SB	1012.8	536.5	755.3	2571.5	1567.1
Gross Margin SB¹	7.1%	10.7%	10.9%	8.0%	10.1%
Gross Profit	72.0	57.4	82.0	206.6	159.0

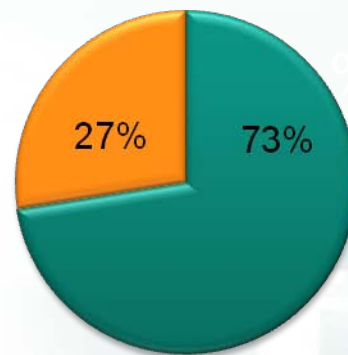
1) Margin after direct and allocated costs

Live Betting Increases

Q1 2010



Q1 2009



- Pre-match betting
- Live betting

Share of Gross Turnover in Sportsbook

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Betsson

Legal



Legal



French National Assembly approved online gaming laws, with the ambition to have it at place before FIFA World Cup in June. Opinion from the European Commission still to be seen.



No news during the quarter in Turkey.



Payment ban to be implemented June 1, 2010. EFTA Surveillance Authority has previously criticized the payment ban, as it could constitute an unjustified restriction of the freedoms of the European internal market.



Legal



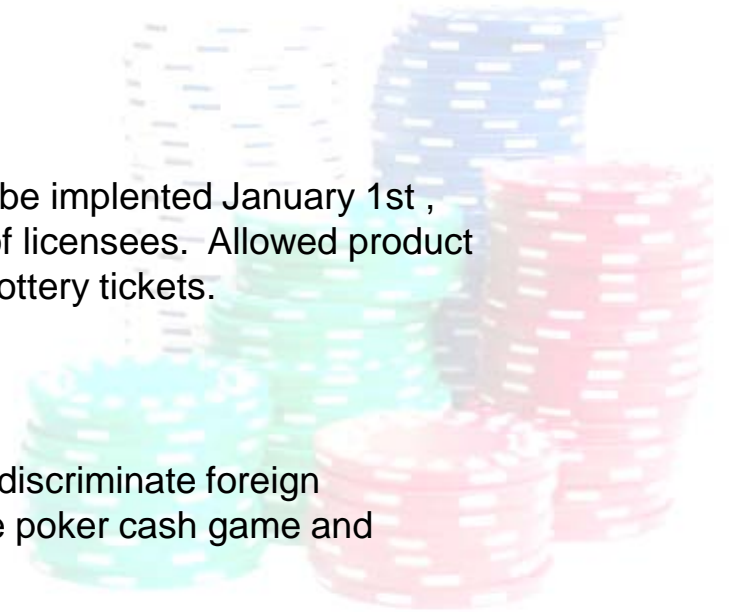
Continued discussions about legalising internet gaming both on federal and state level.



Denmark plans a new legislation to be implemented January 1st , 2011 with no limitations in number of licensees. Allowed product offering does not include Bingo or Lottery tickets.



Legislation in place which does not discriminate foreign operators. Italy plans to also include poker cash game and casino products in the near future.



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Betsson

Events after Q1



Events after the first quarter

- Revenues in the beginning of the second quarter in line with revenues in the first quarter
- Annual General Meeting to be held May 6, Stockholm



Q&A



What's your thrill?