

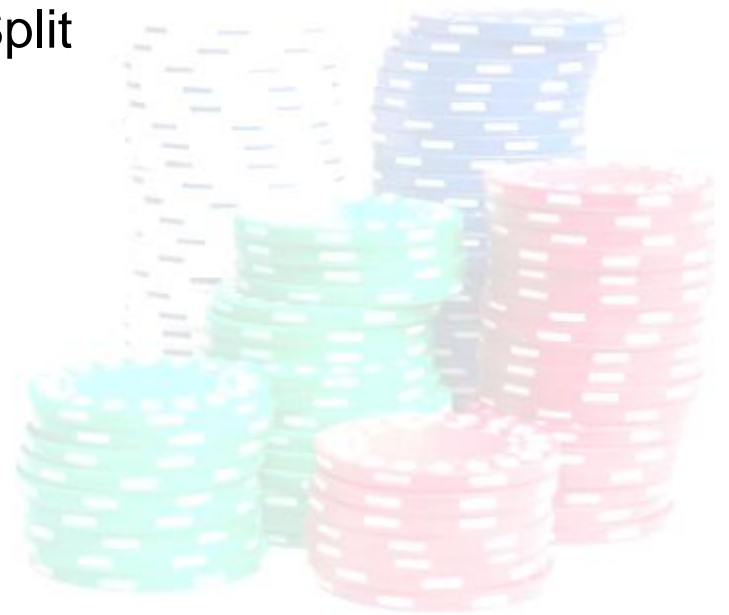


Presentation Q1 2011

Pontus Lindwall
CEO

Betsson

- Introduction
- Financial Presentation
- Product and Geographical Split
- Key Performance Indicators
 - Sportsbook margin
 - Customer deposits
- Legal
- B2B
- Events after Q1
- Q&A





Betsson

Introduction

Betsson

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



Chase your thrills at Betsson!

Sportsbook, Casino, Poker and more.



SÜLEYMAN B. just won £9 in Safari bingo.

> OPEN ACCOUNT

Sportsbook
Great Sports Action! Pre-match & Live!

> SPORTSBOOK

Turkey - South Korea Wed



> POKER

9099 players online.



> CASINO

Total jackpot: £7 756 898



Live Betting

Enjoy the excitement of our new and improved live betting!

BET LIVE!

Raise your poker pulse
The new way to experience poker

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> Responsible gaming
> About Betsson



Betsson - sports betting, online poker, casino and more

Betsson offers a wide range of first-class online gambling products and games in a safe and user-friendly gaming environment.

Sportsbook - sports betting

The Betsson Sportsbook presents over 4000 sports betting channels with very attractive odds. For your in-play betting needs Betsson offers a fantastic live betting product with a huge array of in-play betting opportunities with markets like next team to score, total goals, correct score and sending off.

DEALING



FPS: 22
BER: 1

UNDO

50 250 500 1k 2k 5k

REPEAT

BALANCE (kr)
0

TOTAL BET
0

GAME NUMBER
15:36:43

LIVE GAMES MENU

Navigation icons: back, settings, chat, help, timer, and mobile view.

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



LIVE CHAT

CONTACT

Phone
0 800 032 3429

E-mail
support-en@casinoeuro.com



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100% Safe and Secure Casino

At CasinoEuro you get the best in online casino:

- Over 100 non-download online casino games
- 24 hour customer support
- Huge jackpots and attractive casino bonuses

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!

100% SECURE CASINO

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CASINOEURO JACKPOT OVER
€4.5 MILLION

MEGA FORTUNE

PLAY NOW



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At our online casino you can play all the classic casino games, such as Jacks or Better, French Roulette or Blackjack.

You will also find classic slot machines like Super Nudge 6000, Jackpot 6000 or Mega Joker.

You can also try your luck on our video slot machines with huge jackpots, such as Mega Fortune or Arabian Nights.

CasinoEuro is one of the oldest and most trusted online casino sites with players enjoying non-download exciting table games and slot machines since 2000. With more than 500.000 players CasinoEuro is one of Europe's biggest online casinos.

The operator of this website www.casinoeuro.com is Betsson Malta Ltd, Maltese company registration number C-34836, having its registered address at G.B. Building, Water Street, Ta'Xbiex, XBX 1301, Malta. This website is operated by Betsson Malta Ltd under the following licence issued by the Malta's Lotteries and Gaming Authority of Malta: LGA/CL1/183/2004 (issued on 30th March 2006), LGA/CL3/183/2004 (issued on 17th March 2009).

Hem

Idrottslag och föreningar

Registrera dig

Betalningsmetoder

Kasino

Poker

Kampanjer

Vinnare

Bjud in en vän

Om oss

Kundtjänst

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support@

sverigeautomaten.com



» live chat

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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
- » Kundenservice 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

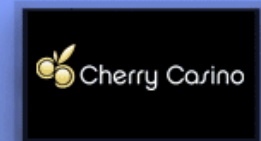
Deuces Wild		
	Toni S	10 000 €
Golden Shamrock		
	Juha S	6 015 €
Black Jack		
	675 7	4 800 €

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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	23%	23.7%
2011 (Q1)	14%	31.6%

- High growth in combination with strong margins
- Manage to "invest during operation", constantly investing in IT-infrastructure and partnerships while managing operations



Betsson

Financial
Presentation
Q1 2011

Q1 Highlights

- Revenues increased by 14% to SEK 417.4 M (367.7)
- Growth in game win in all of Betsson's gaming solutions amounted to 25%
- Operating income increased by 57% to SEK 131.8 M (84.2)
- Operating margin was 31.6% (22.9)

Numbers in gray = Q1 2010

Q1 Highlights

- Gross turnover in Live betting in Sportsbook, in all of Betsson's gaming solutions, amounted to SEK 1,119.4 (385.2) million, equivalent to an increase of 191%
- The divestment of the Turkish client base was completed during the quarter according to plan, which positively impacted the operating income by SEK 16.9 million

Numbers in gray = Q1 2010

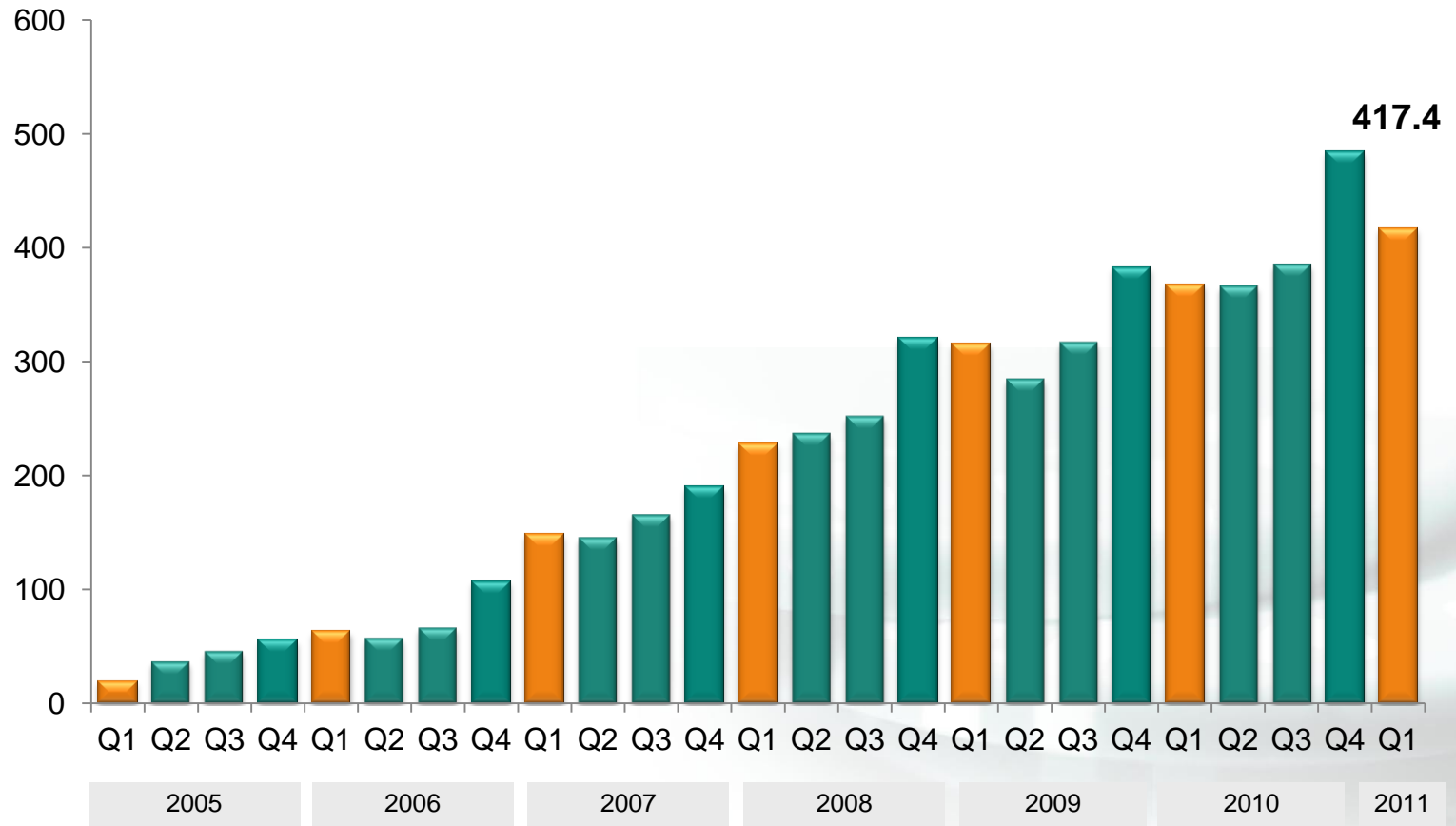
Q1 Highlights

- Customer deposits increased by 16%
- Earnings per Share SEK 3.19 (2.04)
- Cash by end of period SEK 535.8 M (520.4)

Numbers in gray = Q1 2010

Revenues

M SEK

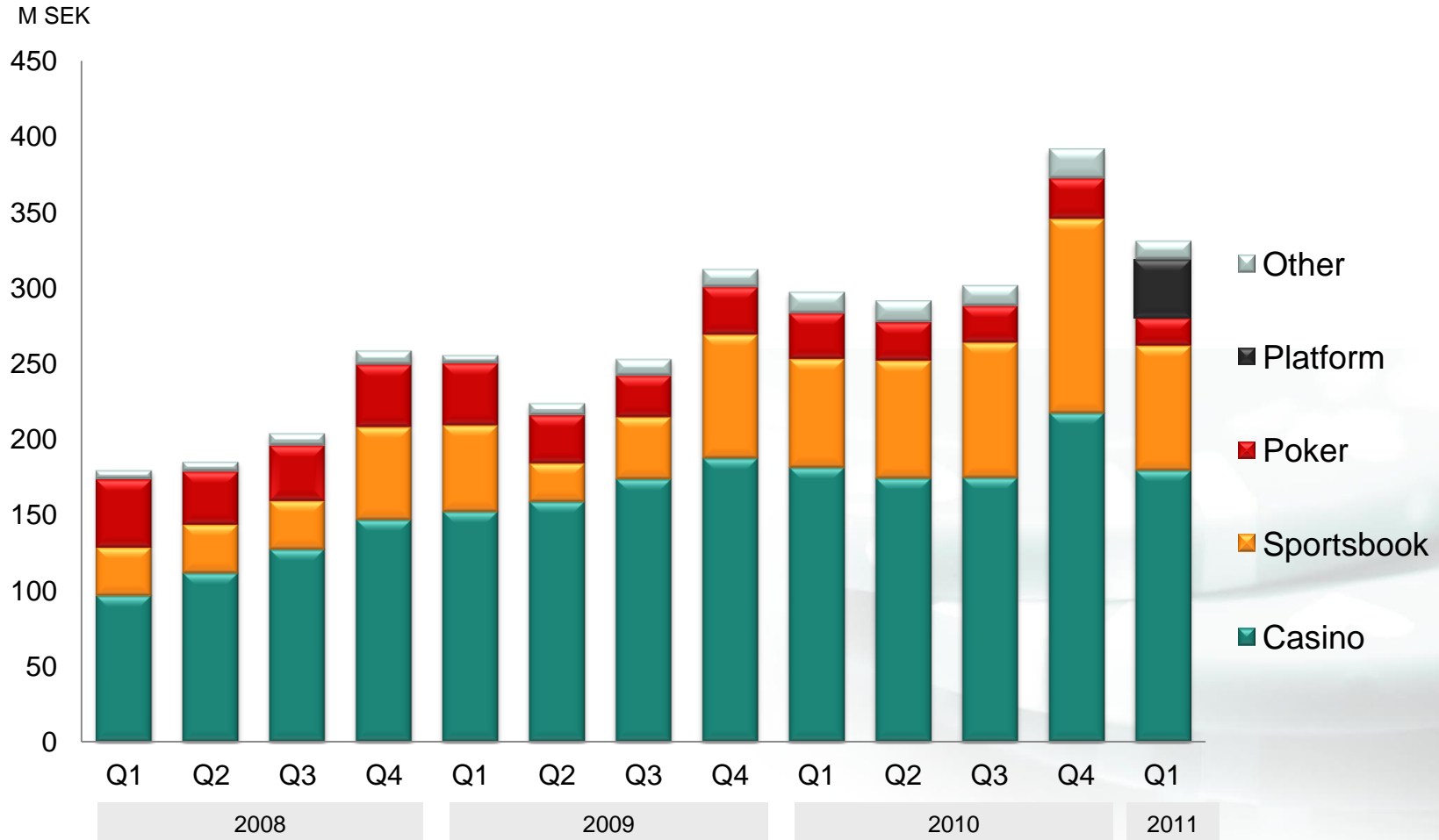




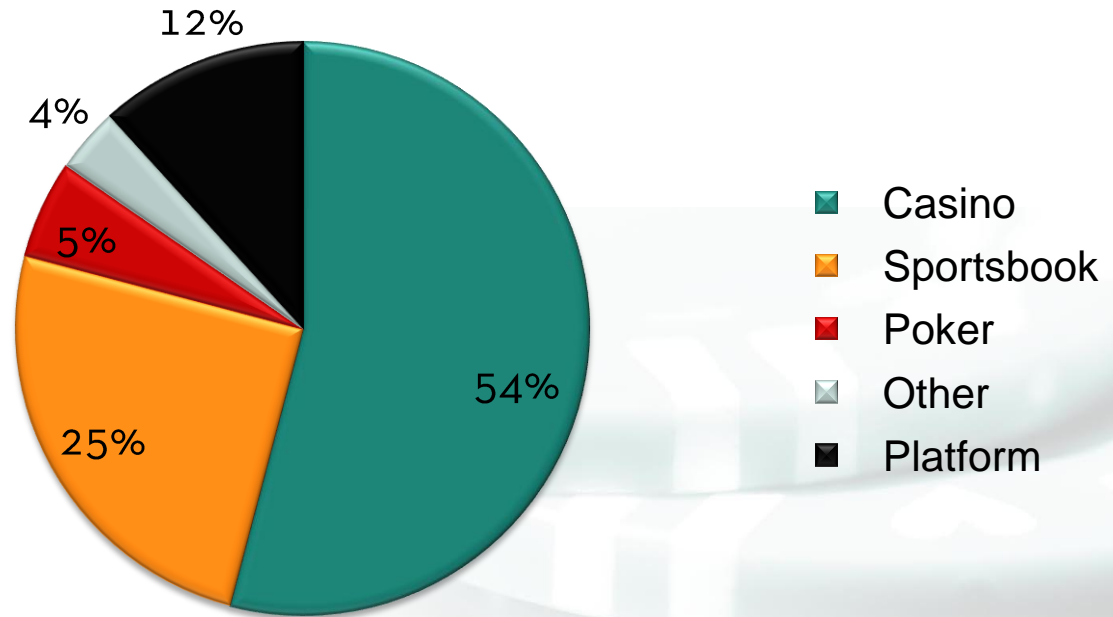
Betsson

Product and
geographical
split

Gross Profit per Product

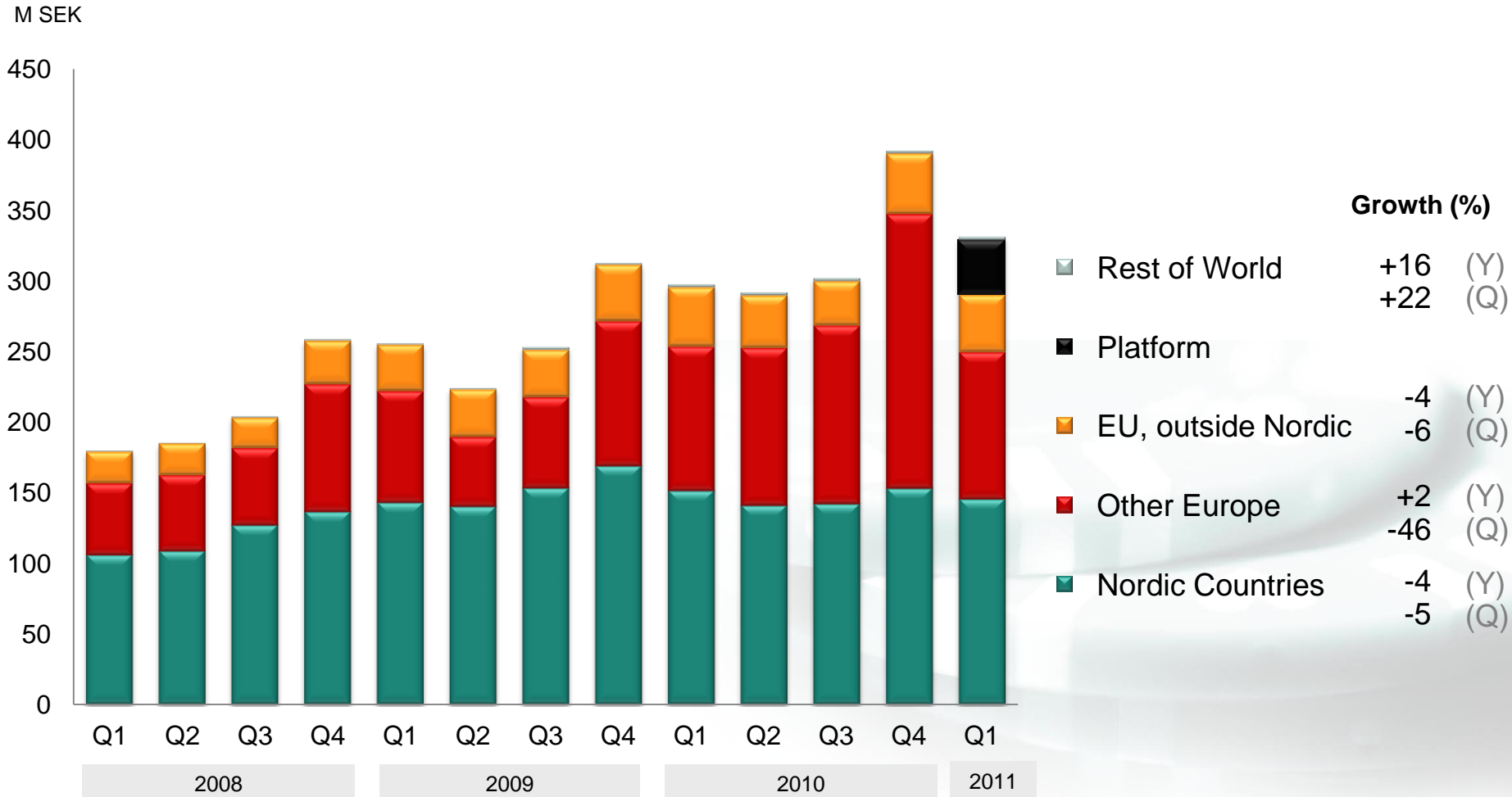


Gross Profit per Product

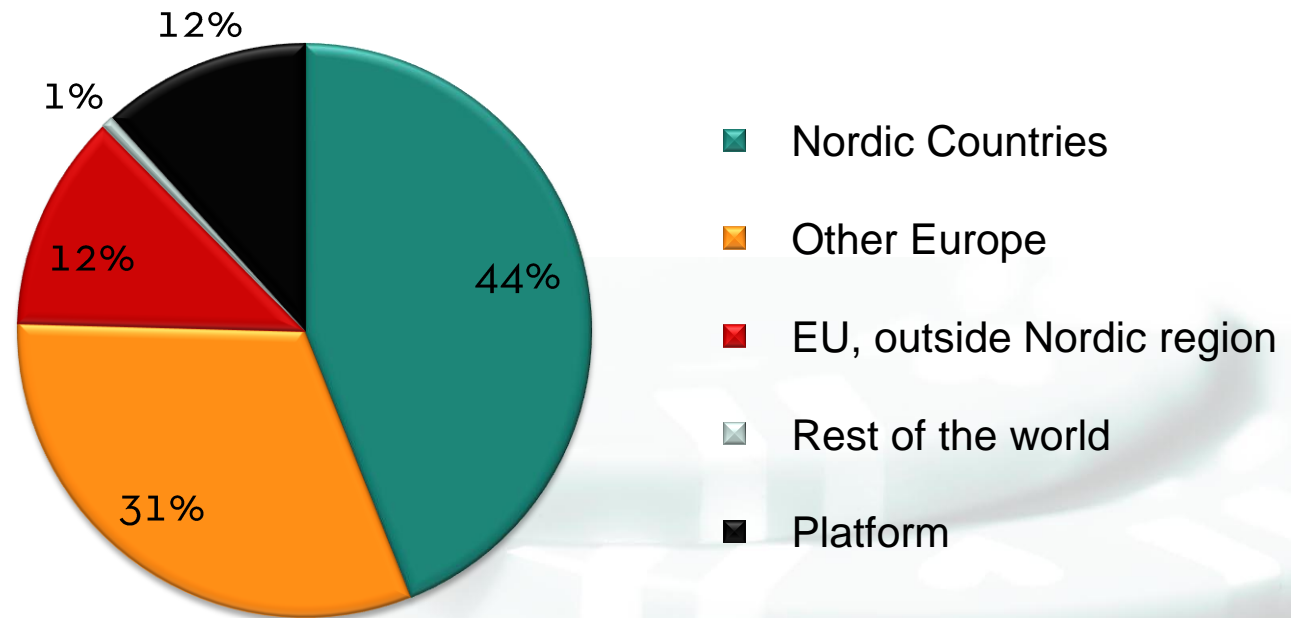


Q1 2011

Gross Profit per Geographical Area



Gross Profit per Geographical Area



Q1 2011



Key Performance Indicators

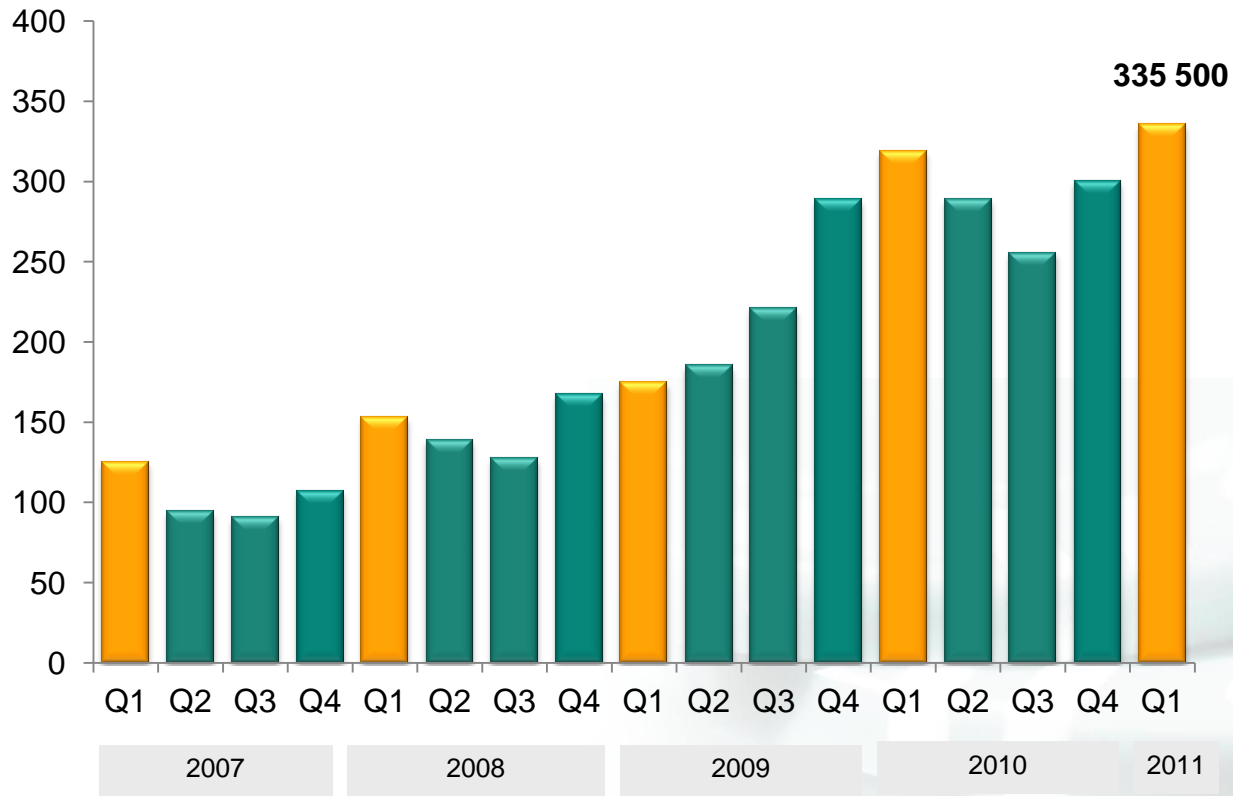
SB Margins
Deposits

Growth Indicators

	Growth Q1 2011	
	Y/Y	Q/Q
Active Customers	5%	12%
Registered Customers	15%	-12%
Revenues	14%	-14%
Customer Deposits	16%	2%
Gross Turnover SB	76%	-6%

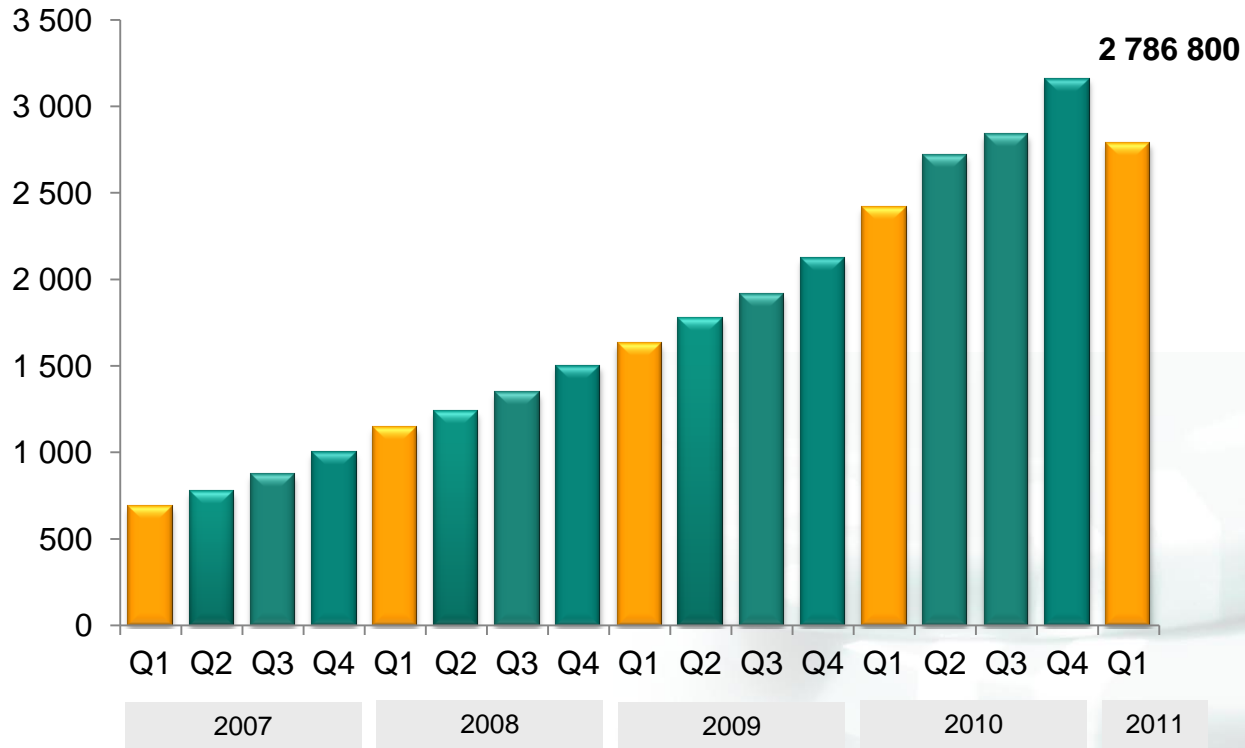
- The measure “Active Customers” shall be seen in a longer perspective

Active Customers



- +5% compared to Q1 2010
- +12% compared to Q4 2010

Registered customers



- +15% compared to Q1 2010
- -12% compared to Q4 2010

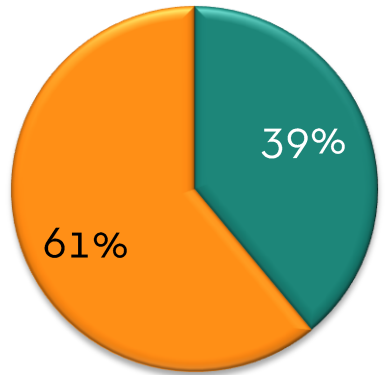
Sportsbook Margins (Betsson.com)

	2011 Q1	2010 Q1	2010 Q4	2010 FY	2009 FY
Gross Turnover SB	1210.1	1012.8	1894.1	5355.7	2571.5
Gross Margin SB¹	6.8%	7.1%	6.8%	6.9%	8.0%
Gross Profit	82.7	72.0	128.2	367.7	206.6

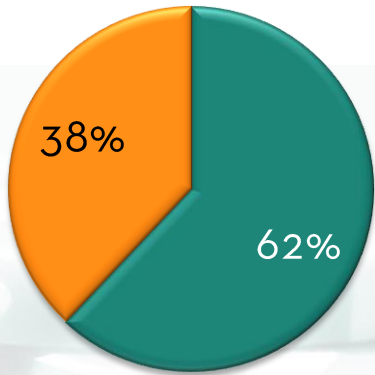
1) Margin after direct and allocated costs

Live Betting Increases – Fueling Betting Turnover

Q1 2011



Q1 2010



- Pre-match betting
- Live betting

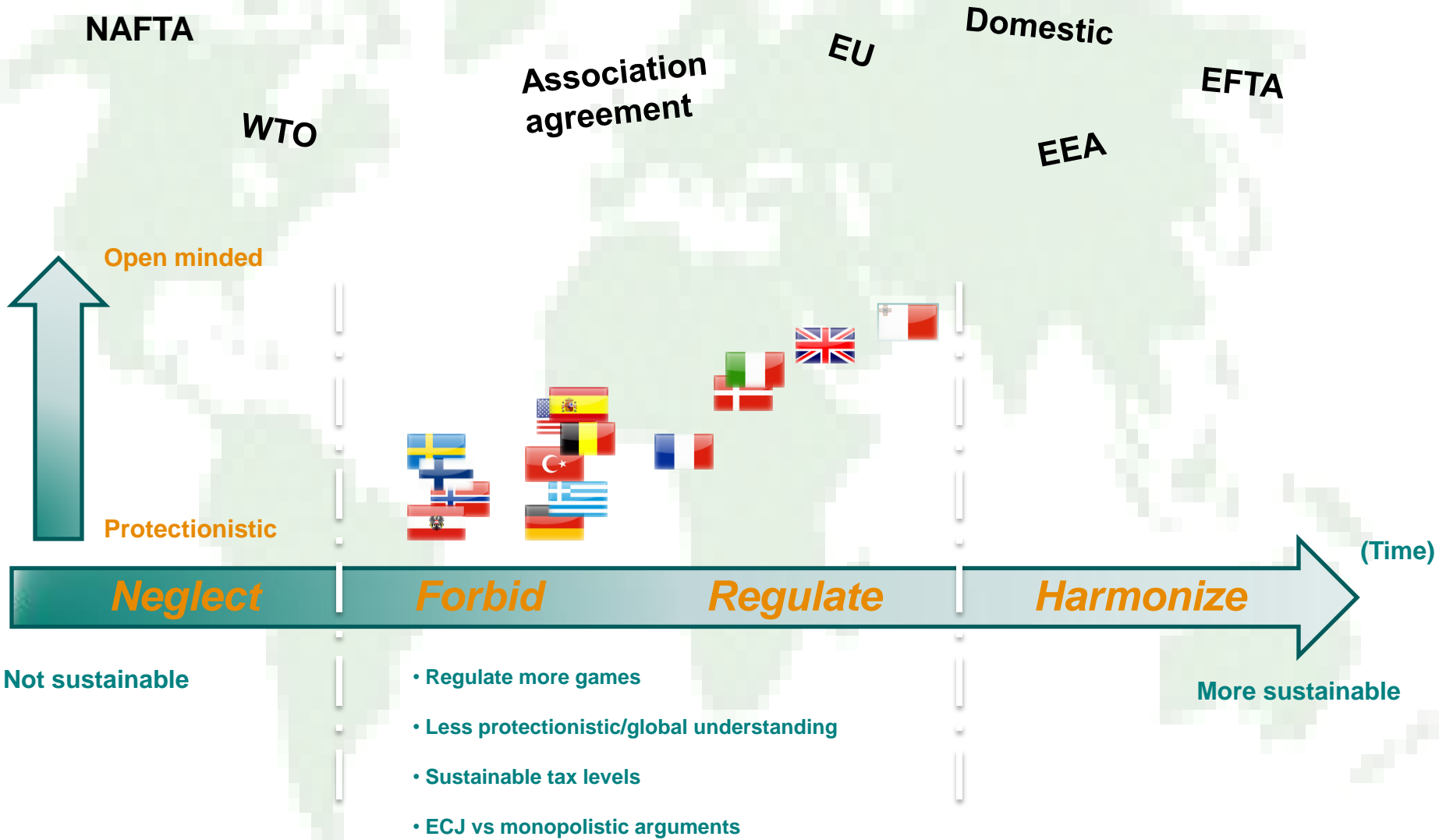
Share of Gross Turnover in Sportsbook



Betsson

Legal

Legal



Legal



The US Department of Justice indicted eleven representatives from PokerStars, Full Tilt Poker and Absolute Poker for illegal gambling, money laundering and bank fraud. The DOJ also froze 75 bank accounts connected to the business of these networks. The networks have since then shut down their US facing business



Italy's long-anticipated cash games decree was published into law in February clearing the way for licensed operators to add cash poker and casino games to their tournament games. Licenses expected in H2 2011



The heads of the 16 German state leaders have agreed on key points for a new gambling treaty including private competition on sports betting. They will hand out seven concessions valid for a test period of five years from January 1 2012. A final ratification of the treaty will take place during the summer. It is still early days and the full license conditions are unknown

Legal



Finland's gambling reforms came into effect on October 1 2010. At the moment, no further actions is known



Payment ban was implemented June 1, 2010. At the moment, no further actions to be undertaken. The Norwegian gaming monopoly has been granted permission by the government to expand its online gaming offering to the Norwegian market. The change is likely to make the Norwegian gaming regime even more inconsistent, opening up for legal challenges as previously seen in other EU/EEA countries



Denmark postpones the start of its licensing regime. The Danish government has announced that it will delay the planned implementation of its new online gaming licensing regime until Q2/Q3 2011. The reason is an on-going complaint with the EU Commission regarding illegal state aid that needs to be processed by the Commission before the law can be implemented



Betsson

B2B



Betsson's B2B-Strategy – For Distant Markets

- Betsson focused its efforts establishing Betsson Business Solutions
- Betsson wants to, outside the Nordic market, establish the Company through B2B collaboration with local companies
- **In Q1, Betsson launched a new platform which allows White-Labeling of Betsson's entire product portfolio**
- With this new platform Betsson can deliver a complete gaming portal **including a world-class Sportsbook** to numerous potential clients

B2B developments in accordance to plan

- The agreement with Realm Entertainment has entered into force according to plan
 - The new sites, www.Bets10.com, www.CasinoMaxi.com and www.CasinoMetropol.com have been launched
- The establishment in China is continuing according to plan
 - Difficult to be able to say when the project will begin to generate revenue
- A customer contract was secured with an Asian operator in conjunction with Betsson establishing a development company in India
 - May begin to generate revenue for Betsson during the current year



Betsson

Events after Q1

Events after the first quarter

- Due to that Betsson and G.Matica (IT) have not finally agreed about the commercial terms, the two parties have decided to break up the negotiations regarding co-operation
- The level of activity in the various gaming solutions has so far in April been in line with Q1.
- Betsson announced on 13 April that Magnus Silfverberg is planned to take over as CEO and President in July 2011



Q&A



What's your thrill?