

Q1 2015

First quarter revenues grew 24%



Q1 2015 HIGHLIGHTS

- ✓ Revenue +24% ← ATH
- ✓ Operating income +39%
- ✓ Operating margin 28%
- ✓ Gross turnover, Sportsbook +60% ← ATH
- ✓ Deposits +43% ← ATH



BUSINESS UPDATE



MULTIBRAND & SINGLE PLATFORM



Techsson



Business to Consumers (B2C)



Business to Business (B2B)



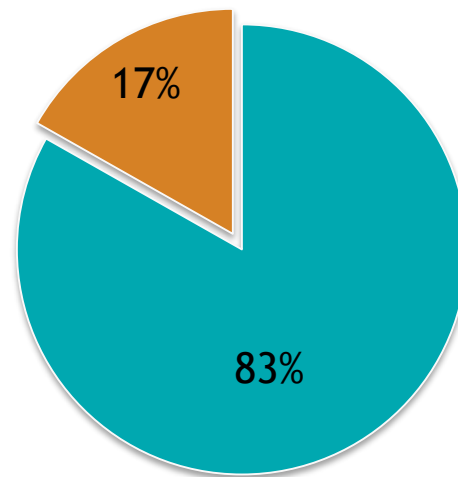


- ✓ New registration page
- ✓ Campaign managing tools for marketing purposes
- ✓ Communication management tools
- ✓ Improved control panel
- ✓ Live chat available & on site messaging with customers
- ✓ New lobby with better game access



- ✓ New registration page
- ✓ Campaign managing tools for marketing purposes
- ✓ Communication management tools
- ✓ Improved control panel
- ✓ Increased number of casino games
- ✓ Doubled live betting offer
- ✓ Increased number of markets in “pre-match”

REVENUE ALLOCATION ON TECHSSON*



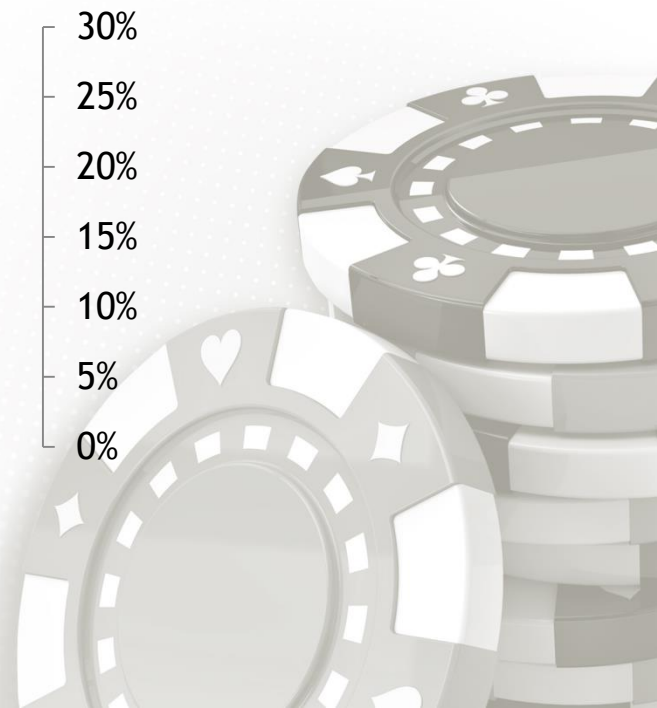
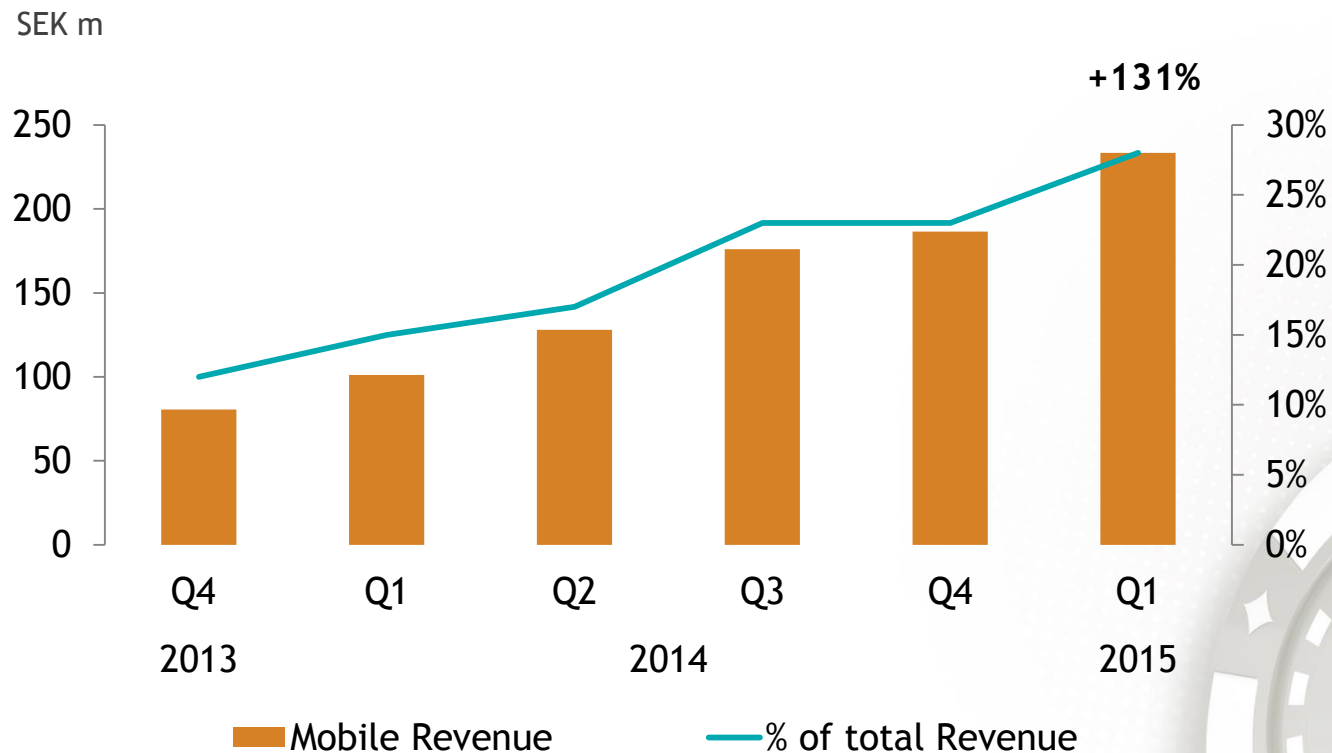
- Techsson Platform
- Other Platforms

*Including Triobet (migrated Q2 2015)

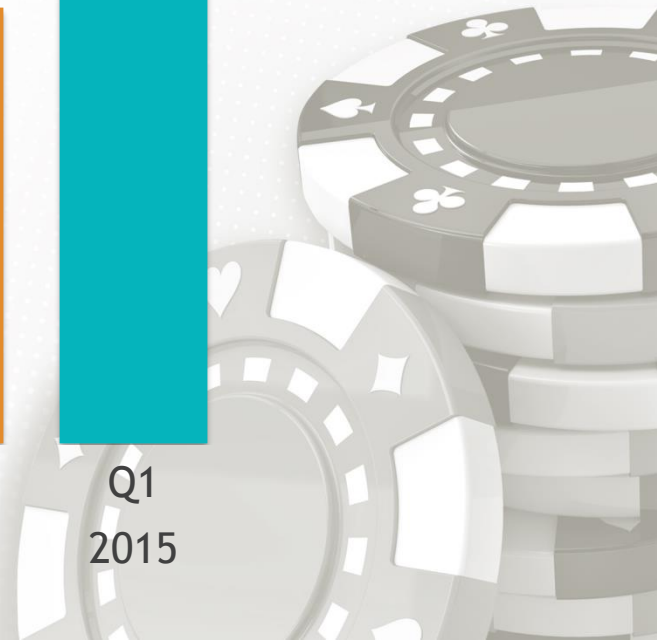
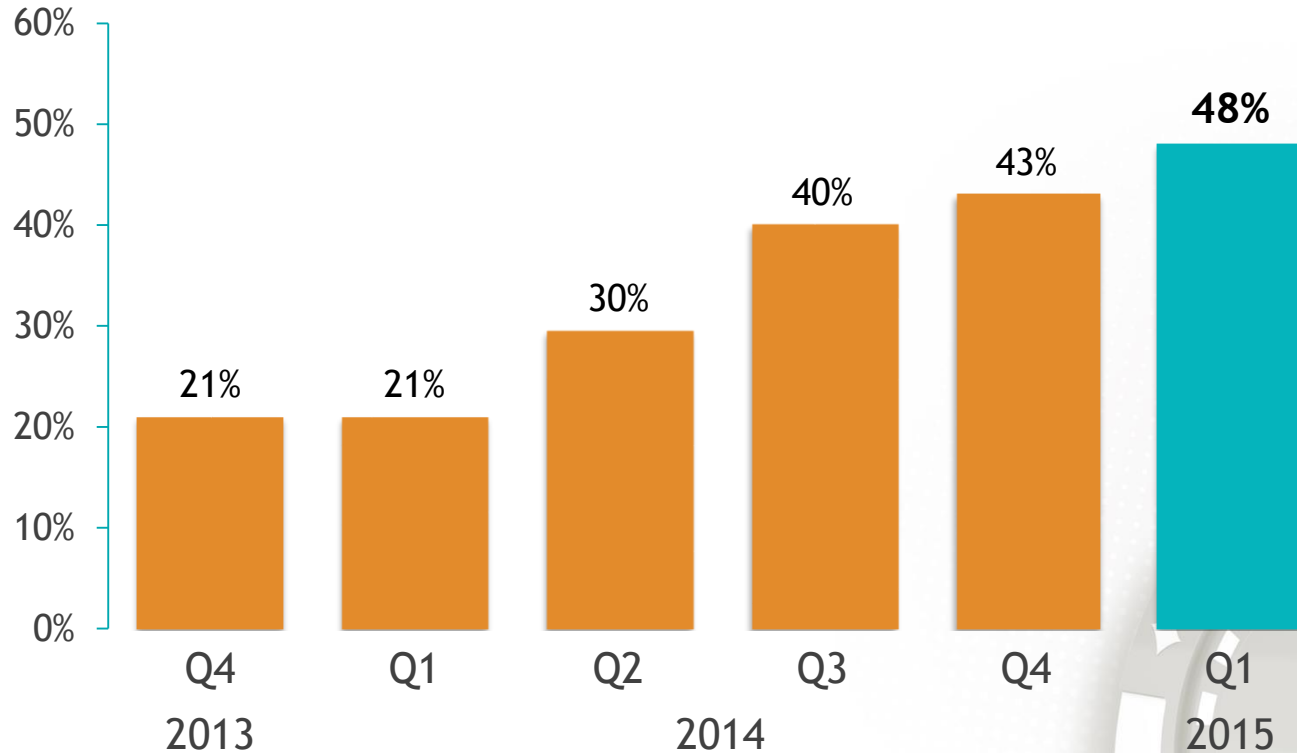
- ✓ **28 percent** of total revenues in Q1. A growth of **131 percent**
- ✓ Release of new mobile web for Kroon Casino
- ✓ Release of Android app for Nordicbet



MOBILE FIRST - DEVELOPMENT



MOBILE SPORTSBOOK TURNOVER



FINANCIAL HIGHLIGHTS



Q1 FINANCIAL HIGHLIGHTS

- ✓ Revenues of SEK 847.4 (686.0) million (ATH)
- ✓ Total growth of 24 percent
- ✓ Organic growth amounted to 14 percent



Q1 FINANCIAL HIGHLIGHTS

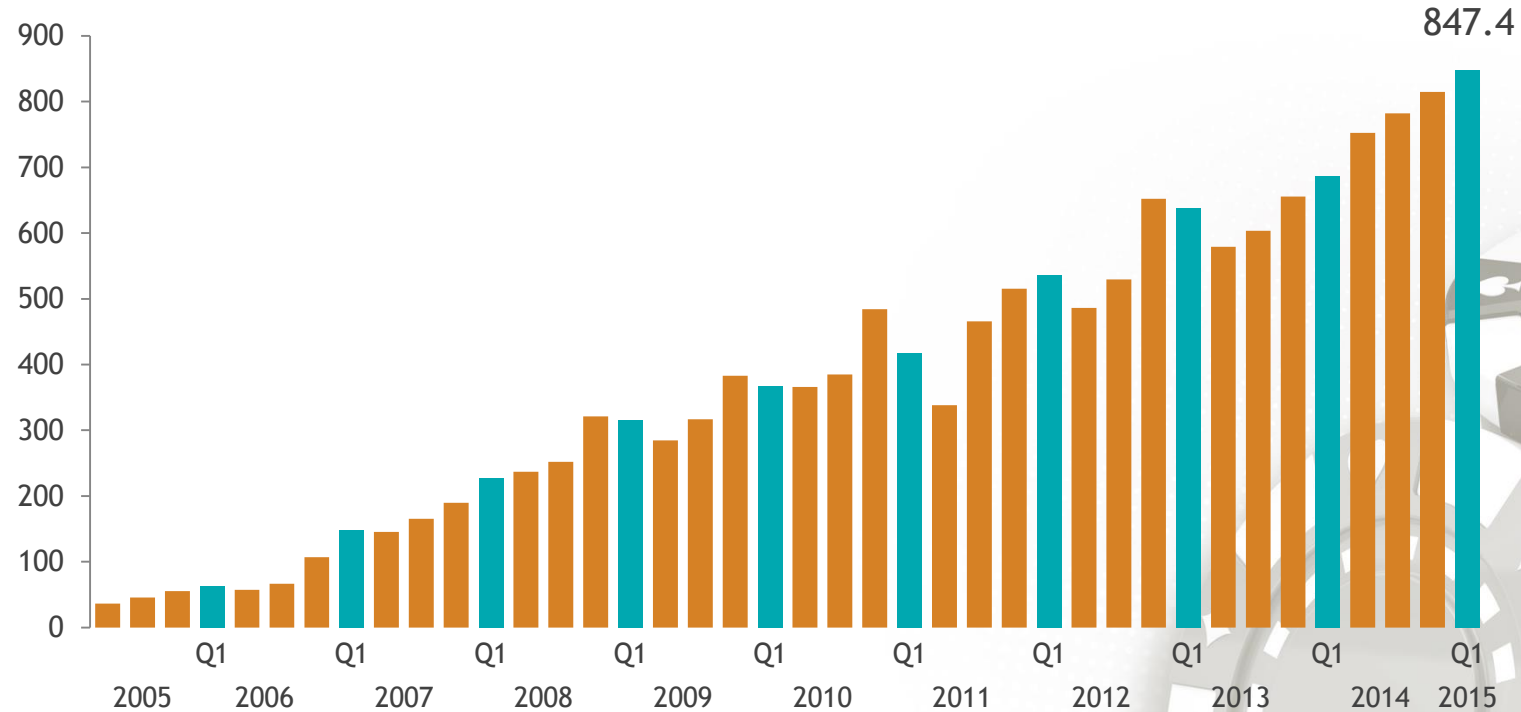
- ✓ EBIT of SEK 238.0 (171.2) million, a growth of 39 percent
- ✓ EBIT margin of 28.1 percent (25.0 percent)
- ✓ Cash by end of period SEK 533.7 million (666.2)
- ✓ Earnings per Share SEK 4.87 (3.52)

Figures in brackets refer to the same period last year



REVENUES, 24% GROWTH

SEK m



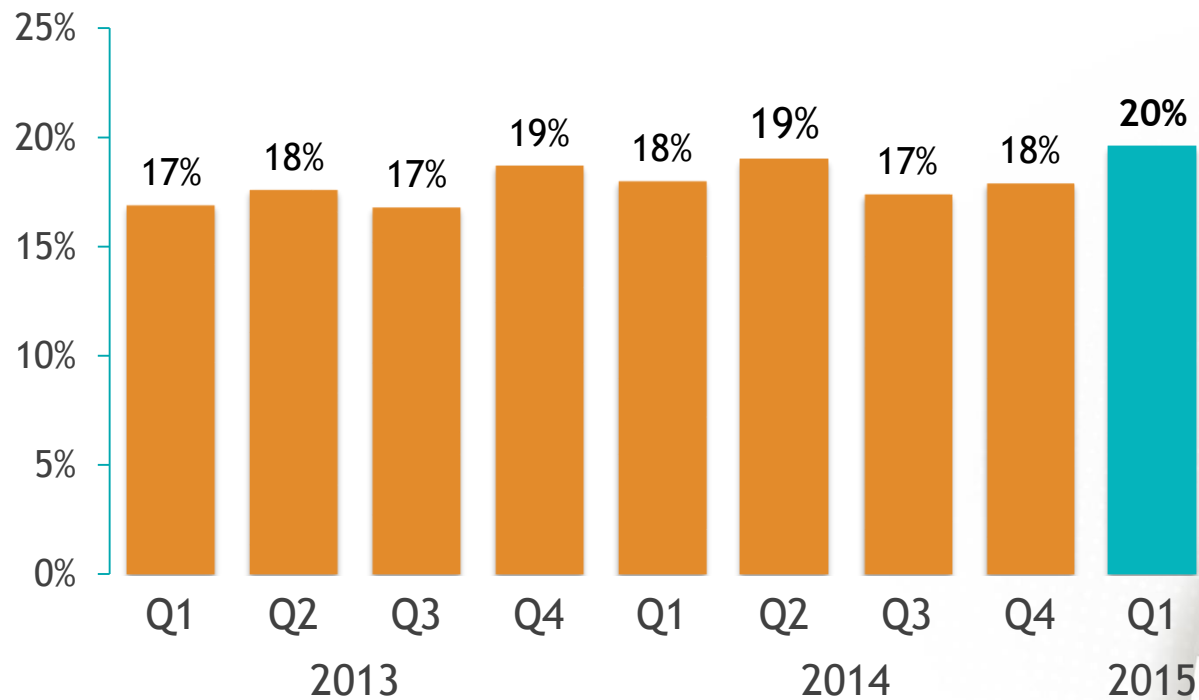
New Classification

Old Classification

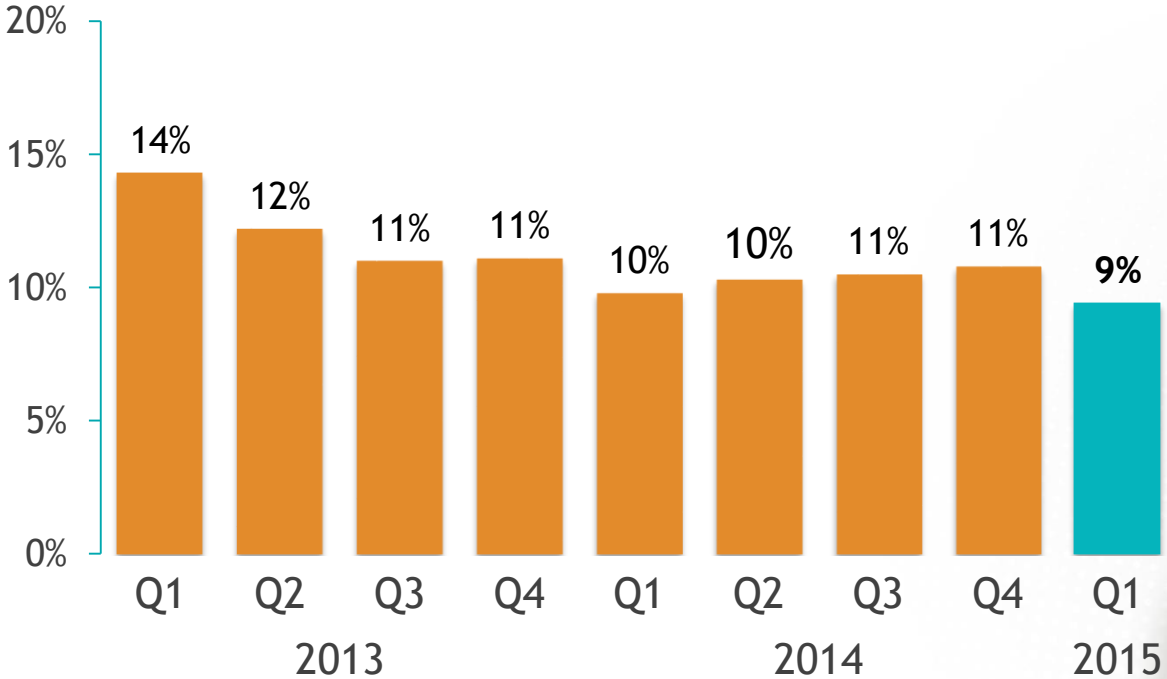
Income Statements, SEK million

	Q1 2015 SEK m	Q1 2015 % of revenue	Q1 2015 SEK m	Q1 2015 % of revenue
Revenue	847.4		847.4	
Cost of services provided	-209.8	24.8%	-130.5	15.4%
Gross profit	637.6		716.9	
Marketing expenses	-166.2	19.6%	-245.5	29.0%
Other operating costs	-233.4		-233.4	
Total operating expenses	-399.6	47.2%	-478.9	56.5%
Operating income	238.0		238.0	

MARKETING OF TOTAL REVENUE (%)



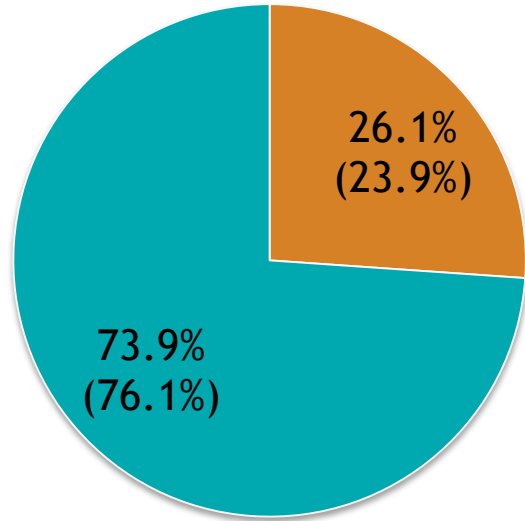
AFFILIATE COST OF TOTAL REVENUE (%)



PRODUCT AND GEOGRAPHICAL SPLIT



REVENUE PER SEGMENT



- B2B, Business to business
- B2C, Business to consumers



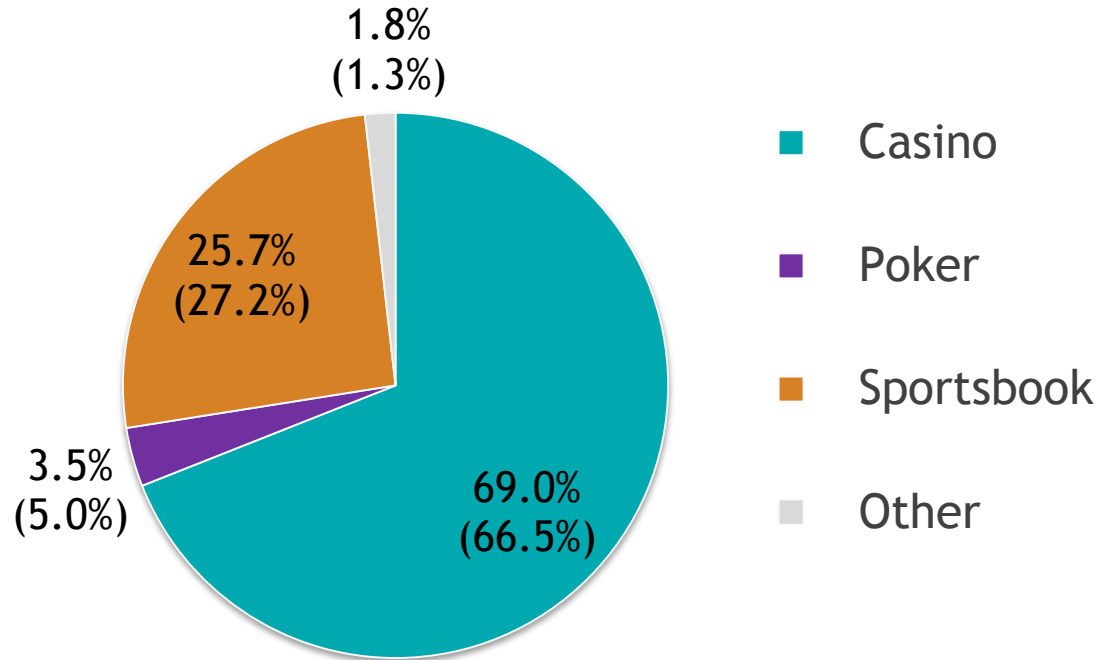
REVENUE PER SEGMENT

	Actual (SEK m)	Total Growth (%)	Organic Growth (%)
B2C	626.0	20%	8%
B2B	221.5	35%	35%

- ✓ *B2C negative SB margin effect*
- ✓ *B2B positive fx effect*



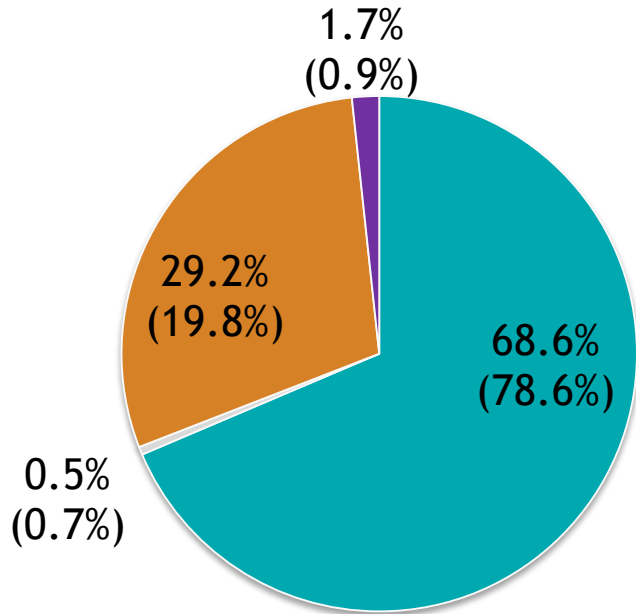
REVENUE PER PRODUCT



Figures in brackets refer to the same period last year



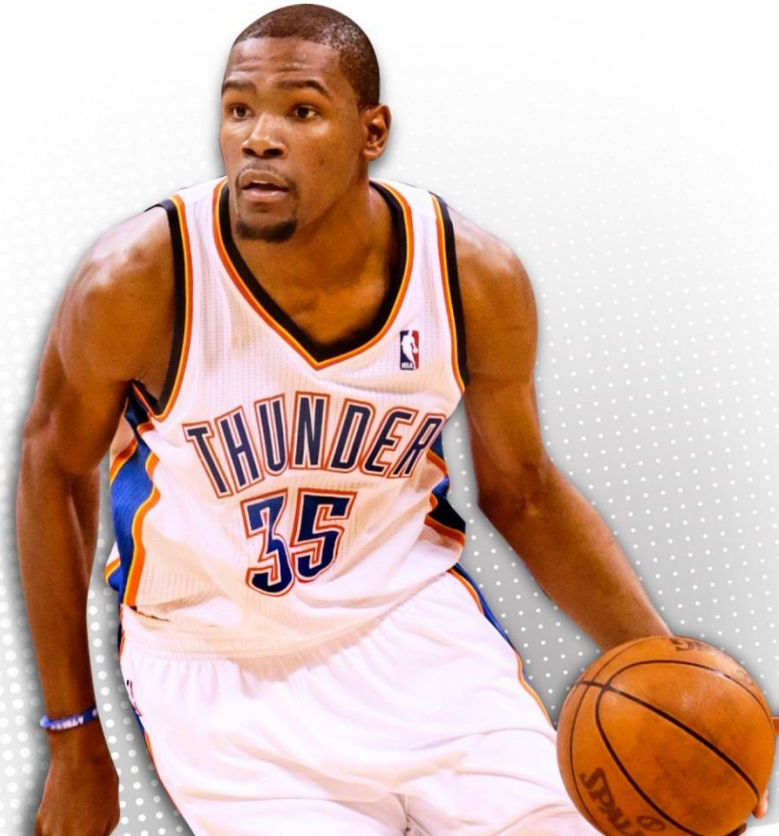
REVENUE PER GEOGRAPHY (B2C)

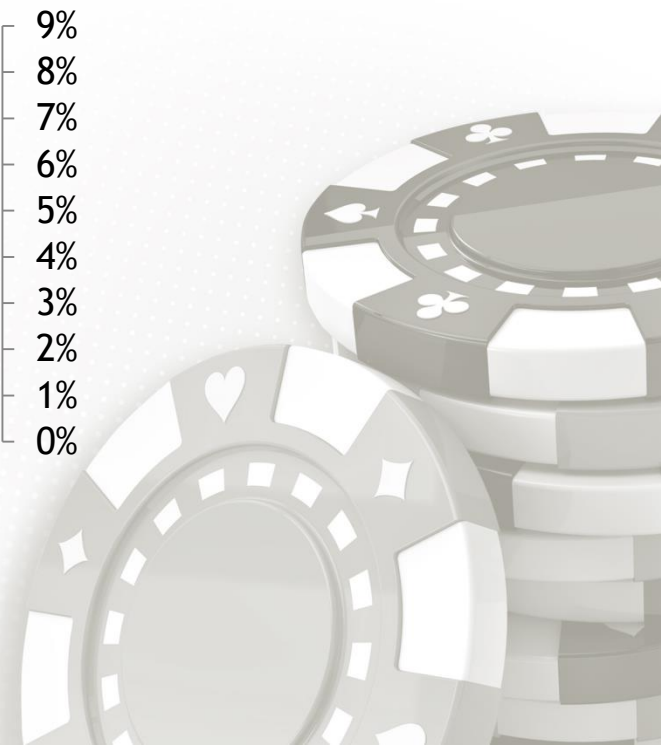
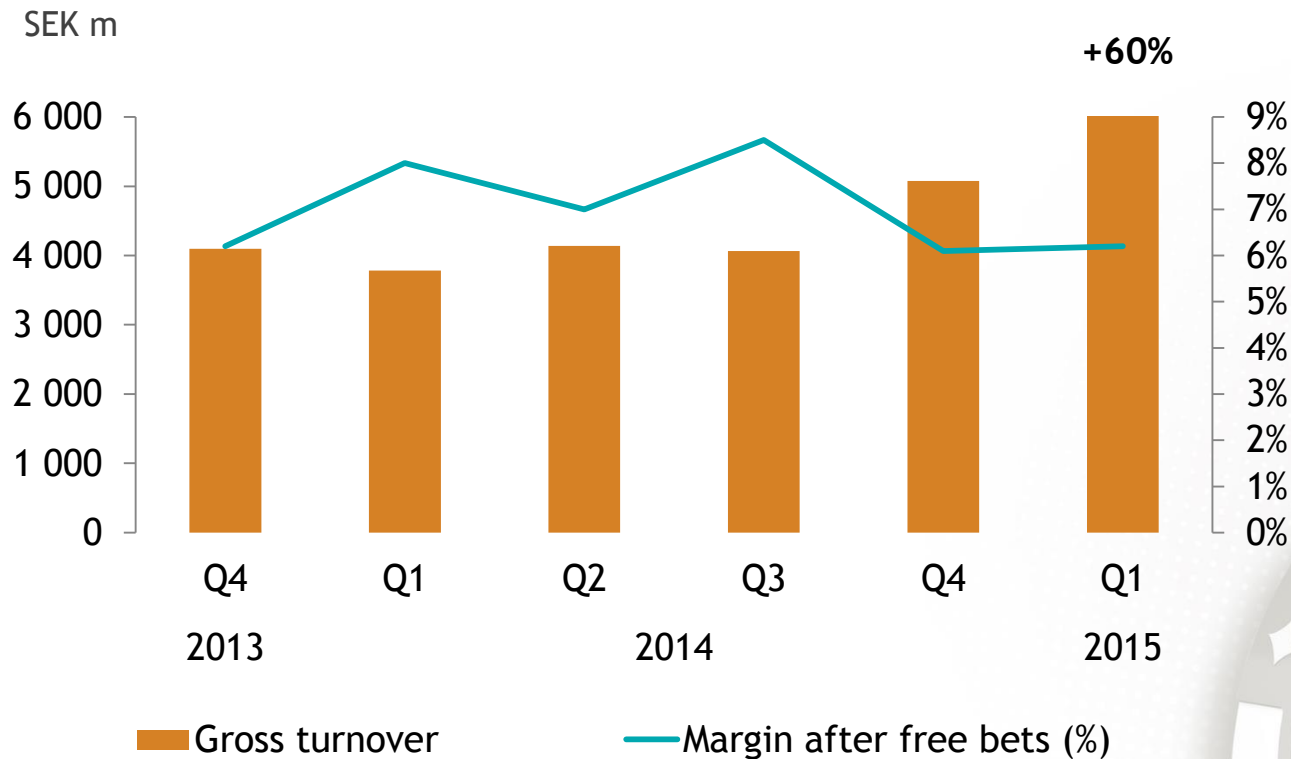


- Nordic Region
- Other Europe
- EU, outside Nordic region
- Rest of the world



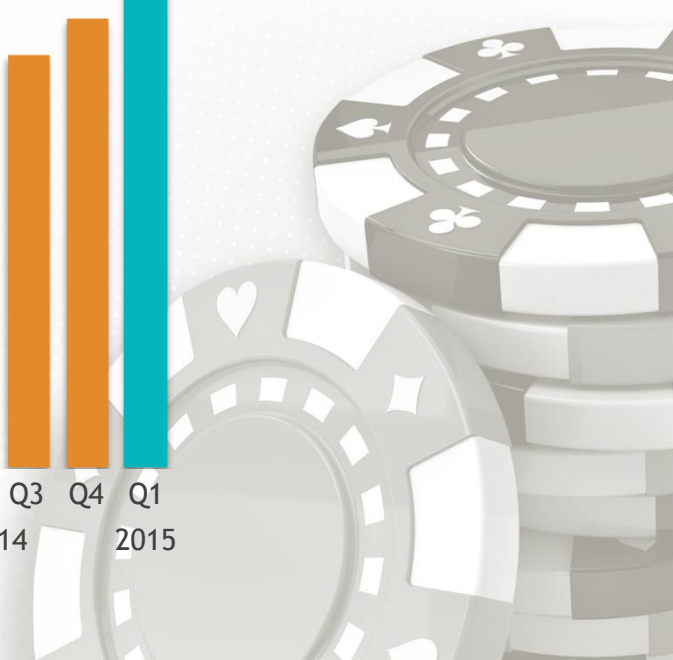
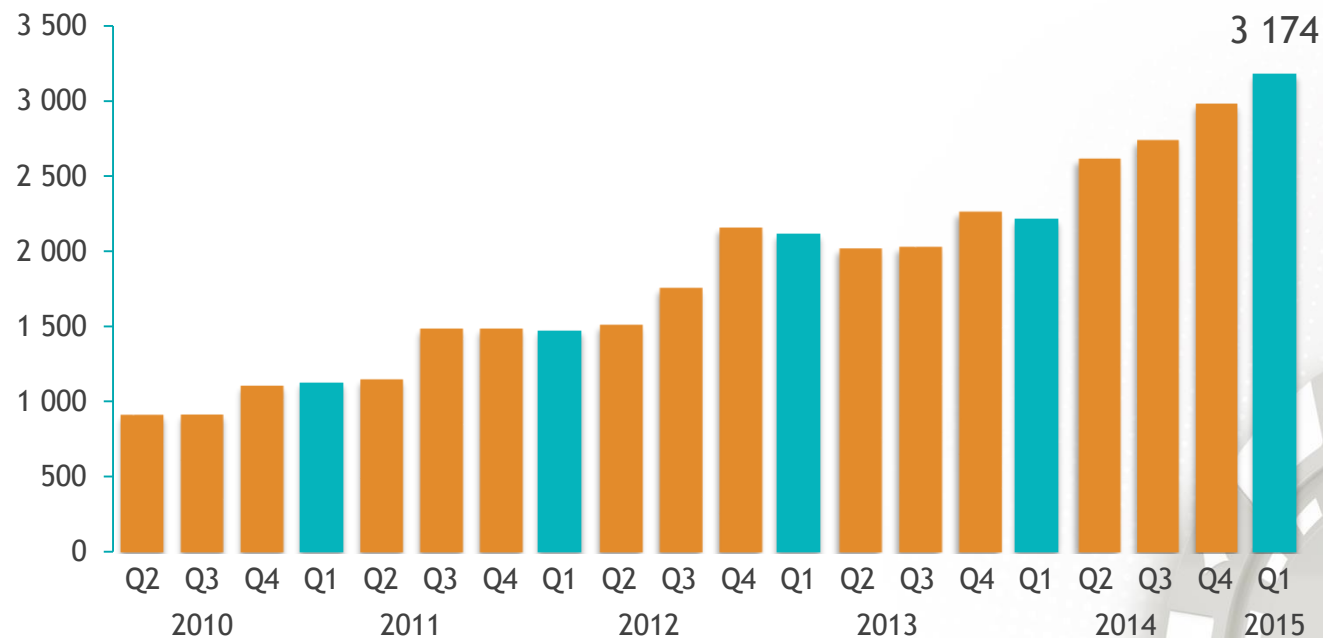
KEY PERFORMANCE INDICATORS





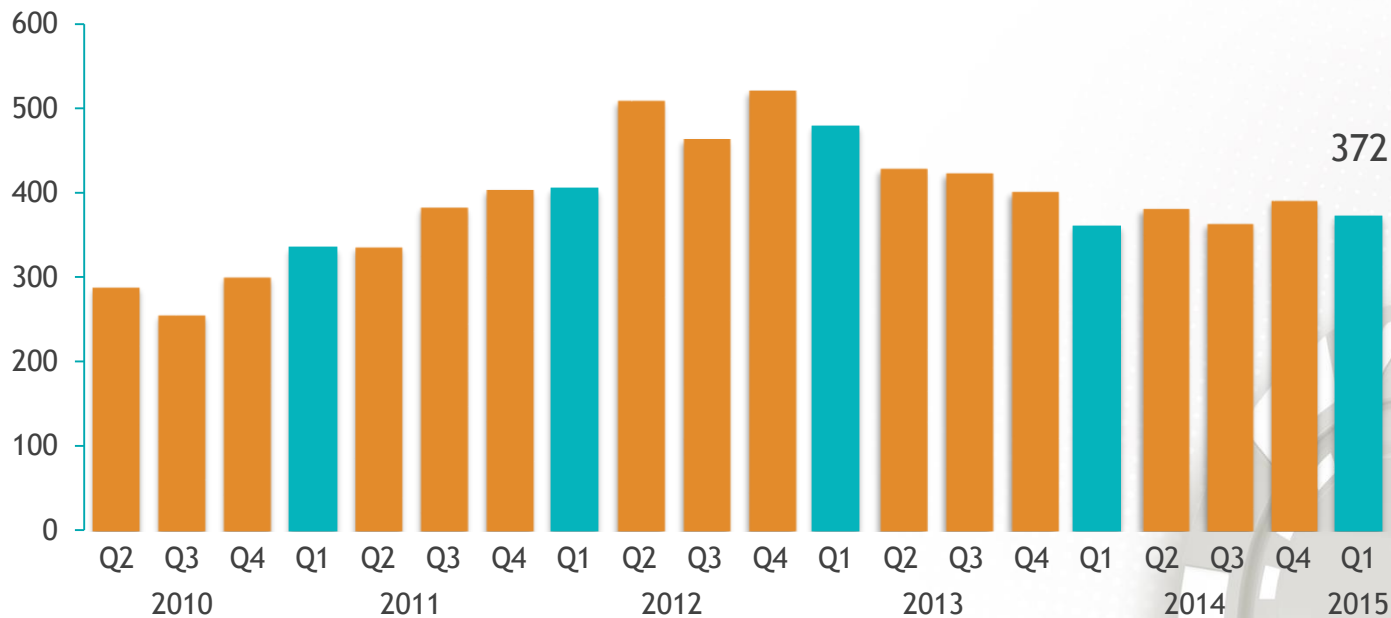
DEPOSITS - 43% GROWTH

SEK m

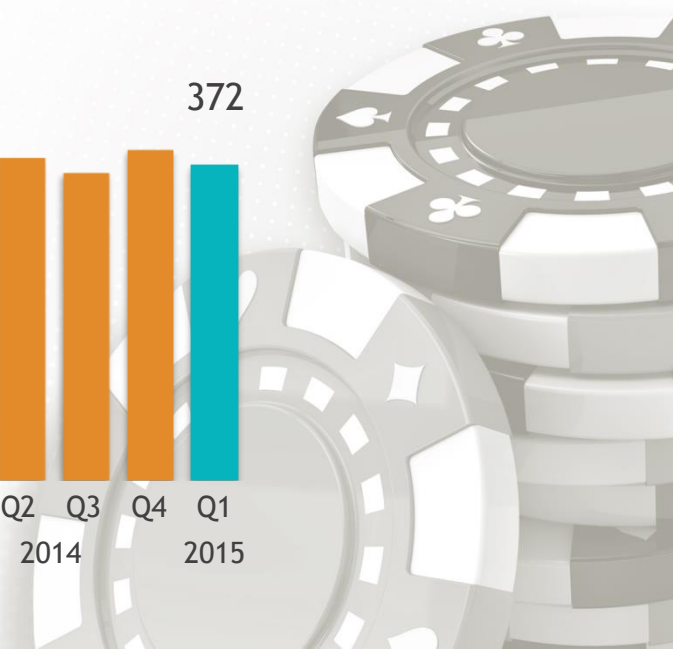


ACTIVE CUSTOMERS - 3% GROWTH

Thousand

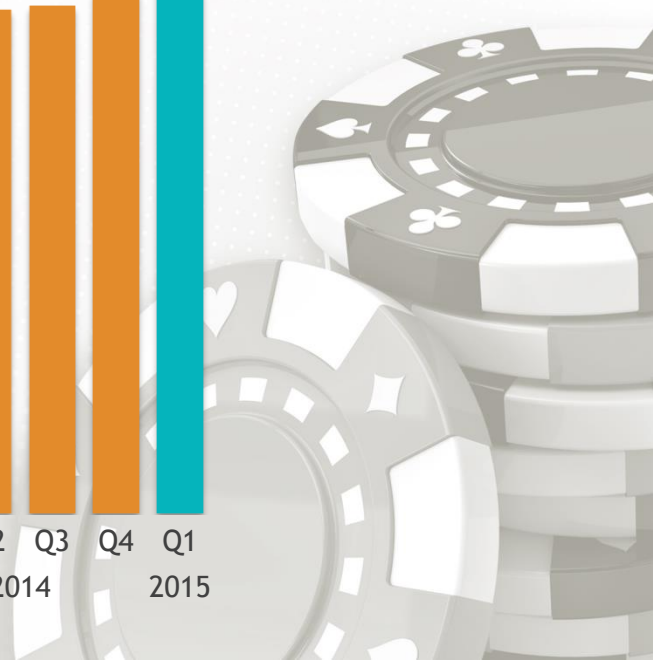
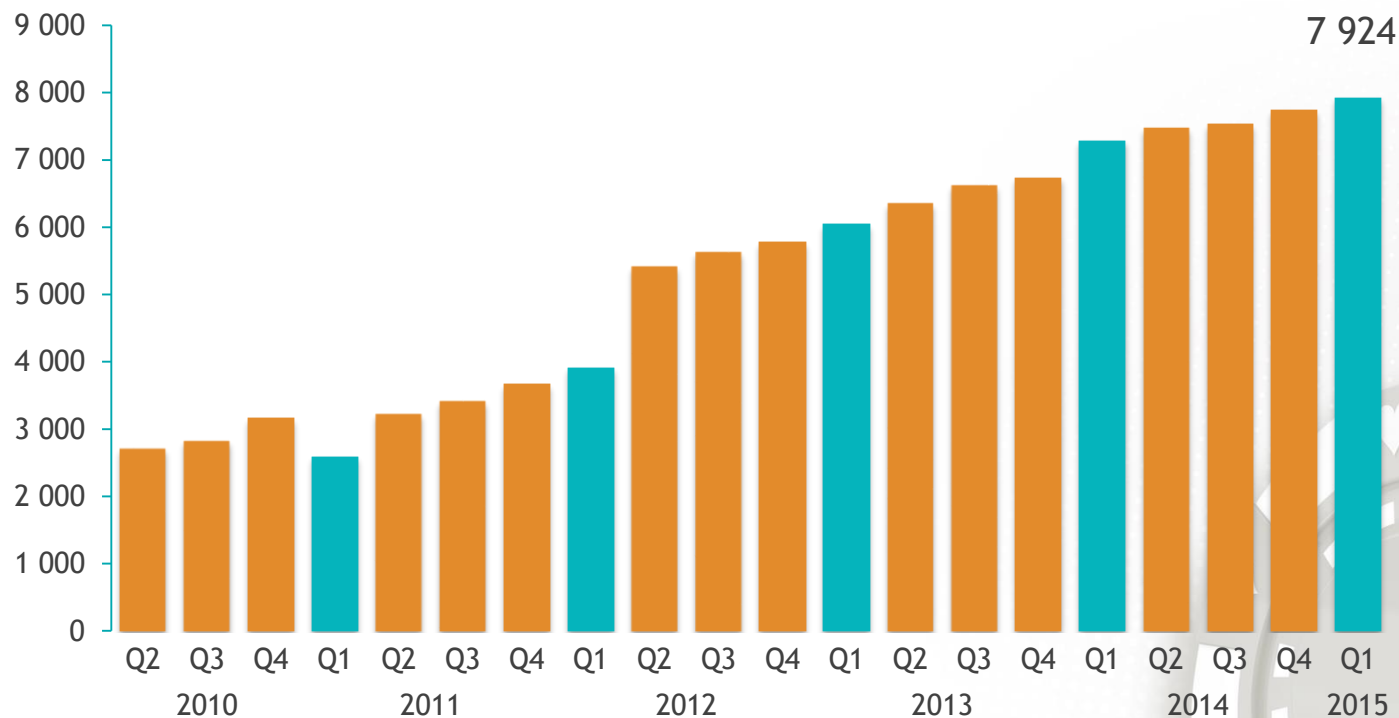


372



REGISTERED CUSTOMERS

Thousand



LEGAL UPDATE



Sweden

- ✓ “Främjandeförbudsutredningen” was presented March 30. However, it is uncertain if it has an impact
- ✓ The Swedish Gambling Authority made Apple to stop new downloads on the Swedish market “Appstore”
- ✓ The re-regulation investigation starts shortly and the re-regulation is expected to be in place 2018

Norway

- ✓ The discussion among stakeholders to launch a new regulation continues but no real political focus yet
- ✓ A new system is not likely to be implemented before 2017/2018



United Kingdom

- ✓ Betsson received a full UK license March 31
- ✓ Betsson will focus on the brands Mr. Smith and Betsafe

The Netherlands

- ✓ The proposed new Dutch legislation is still in the second chamber in the parliament waiting to be processed. Progress is expected in Q2 2015 but may be further delayed
- ✓ The gambling authority estimates delayed implementation, now expected towards Q4 2016/Q1 2017



EVENTS AFTER Q1



- ✓ The second quarter of 2015 has started with revenues *in line with* average level of the previous quarter
- ✓ Triobet was migrated to the Techsson platform (completed April 13)
- ✓ There have been no other significant events after the end of the period



Q&A

