

U L R I K B E N G T S S O N

CEO and President Betsson AB

Q1 2016

FIRST QUARTER REVENUES **GREW 18%**



- Revenues of SEK 1,000.1 million (+18%) ↑
- Business to Consumer 21% ↑
- Europe-Bet online +37% ↑
- Sportsbook +27% ↑
- Deposits +11% ↑
- Active customers +45% ↑



BUSINESS UPDATE



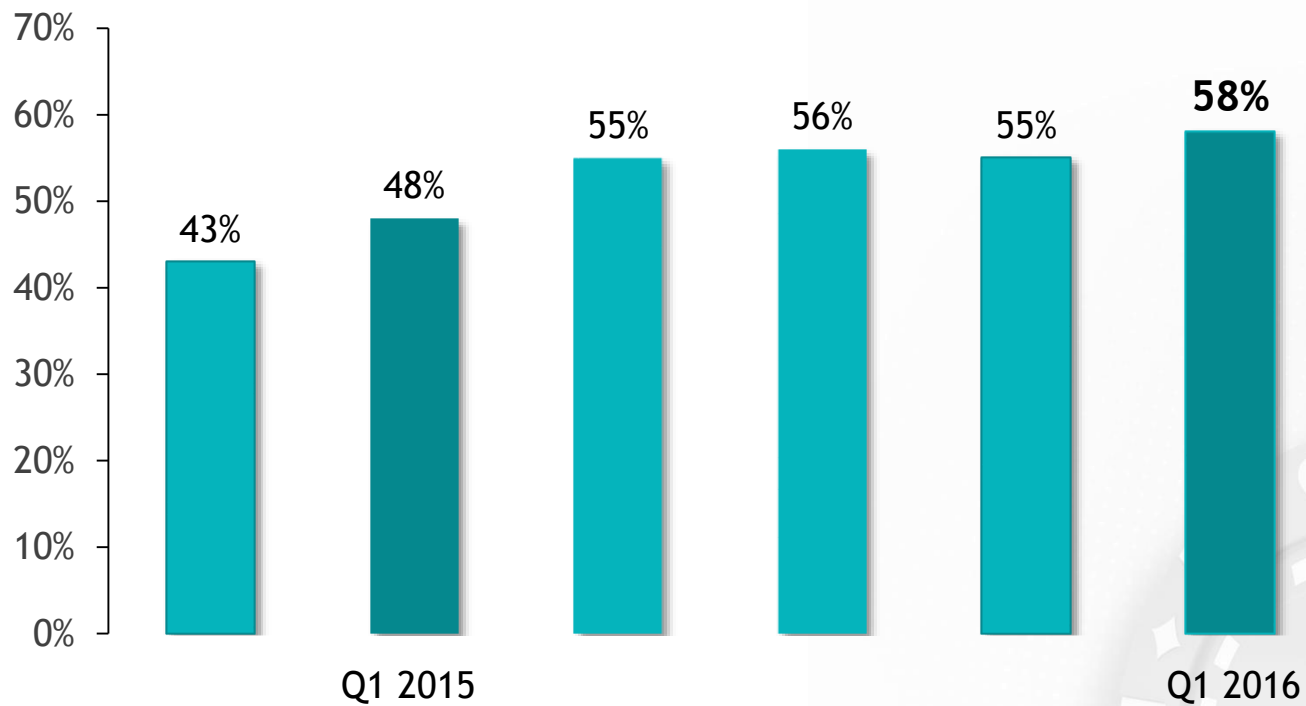
100 %



- Revenue amounted to **SEK 391.2** million
- **ATH 39 percent** of total revenues in Q1
- Growth of **68 percent**
- Releases:
 - ✓ Android App Automaten brands
 - ✓ iOS App StarCasino
 - ✓ iOS CasinoEuro App
 - ✓ iOS Betsson Jackpot App

22 NATIVE APPS ACROSS THE GROUP







- Contributed with **SEK 93.9** million in revenues (of which 14.4 Offline)
- Overall growth of **28 percent** (constant currency)
- Growth Online of **37 percent** (constant currency)
- Operating income of **SEK 35.3** million

**Europe-Bet grew by 11 percent in SEK*

- We are continuing to restructure the offline business
- NetEnt Integration



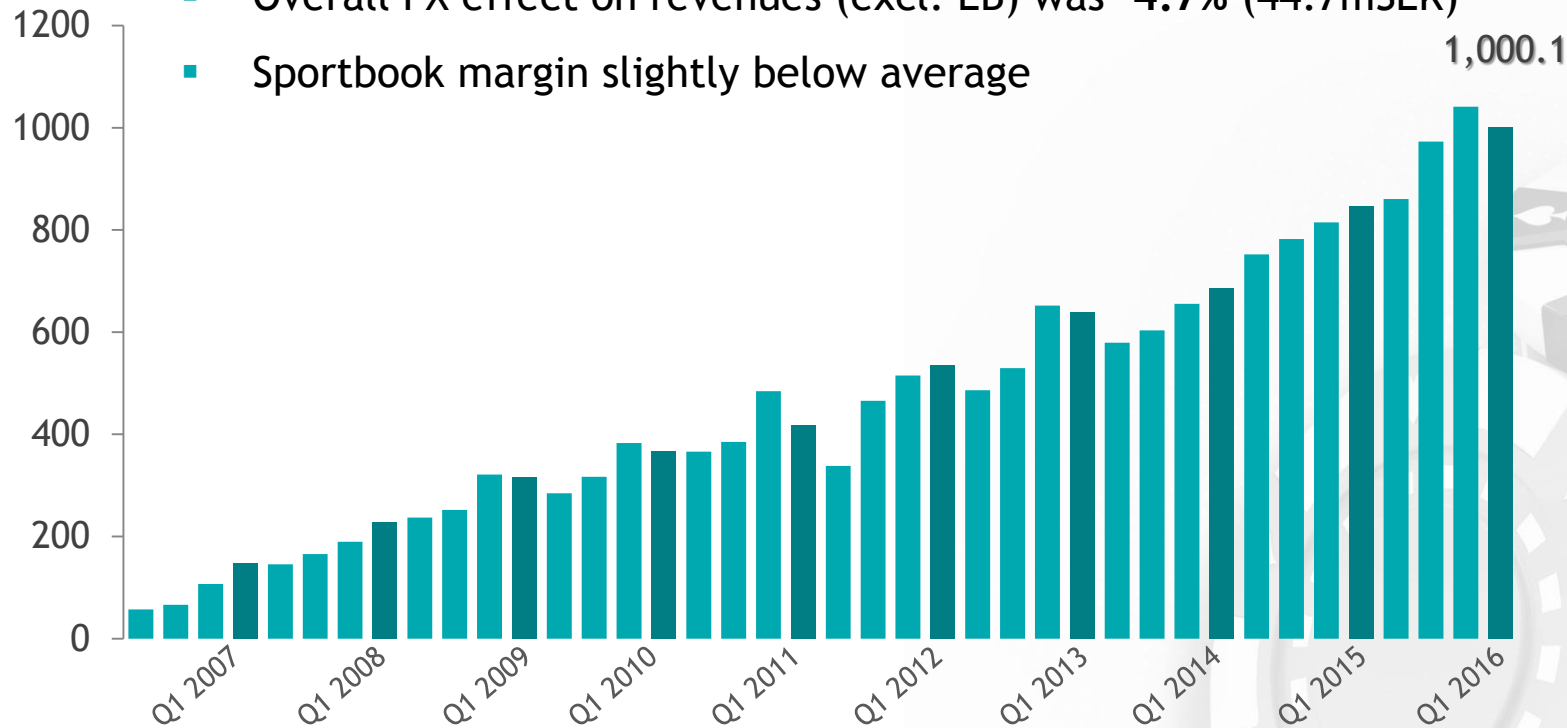
FINANCIAL HIGHLIGHTS



REVENUES - 18% GROWTH

- 18% growth
- Revenues of SEK 1 000.1 (847.4) million
- Overall FX effect on revenues (excl. EB) was -4.7% (44.7mSEK)
- Sportbook margin slightly below average

SEK m

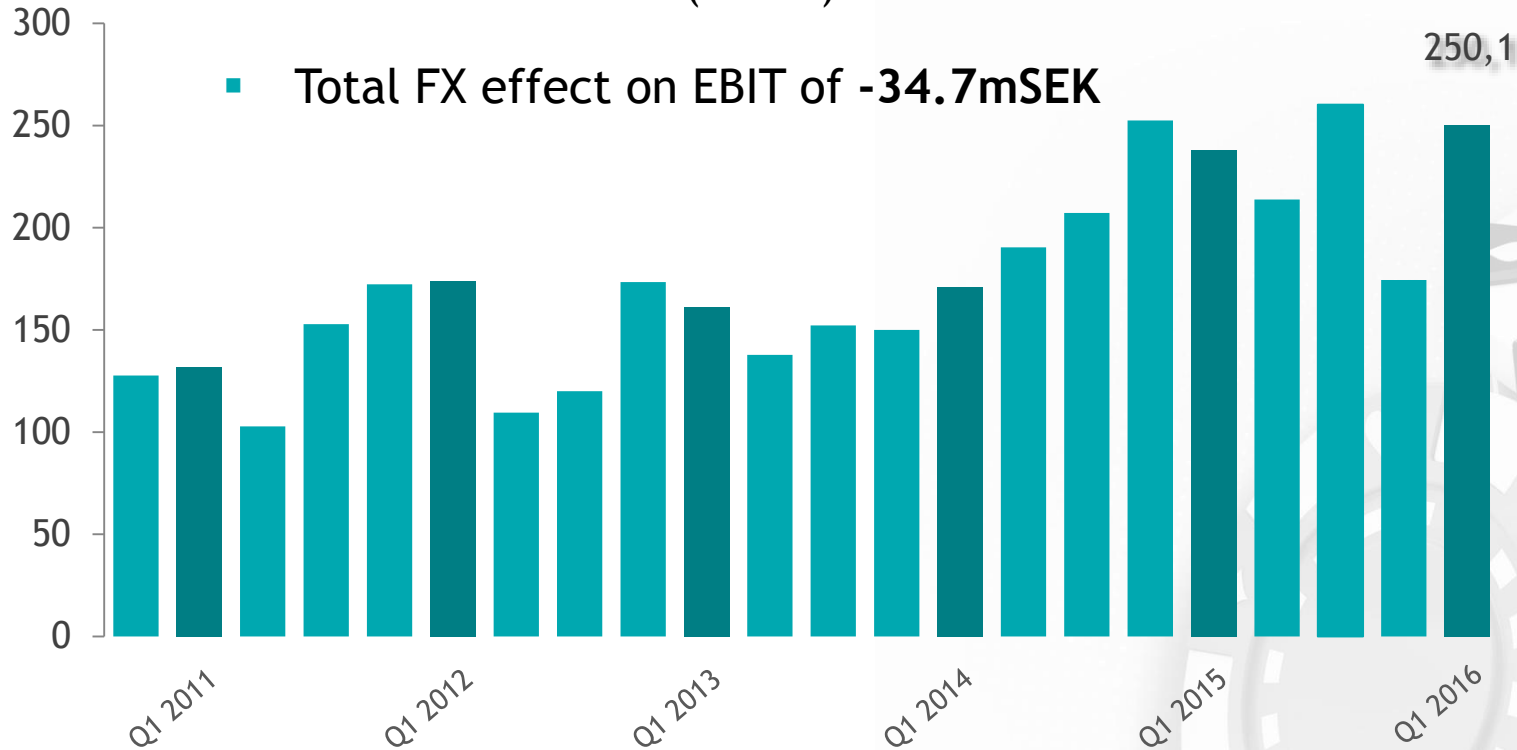


- Margin of 25%

SEK m

- EBIT of SEK 250.1 (238.0) million

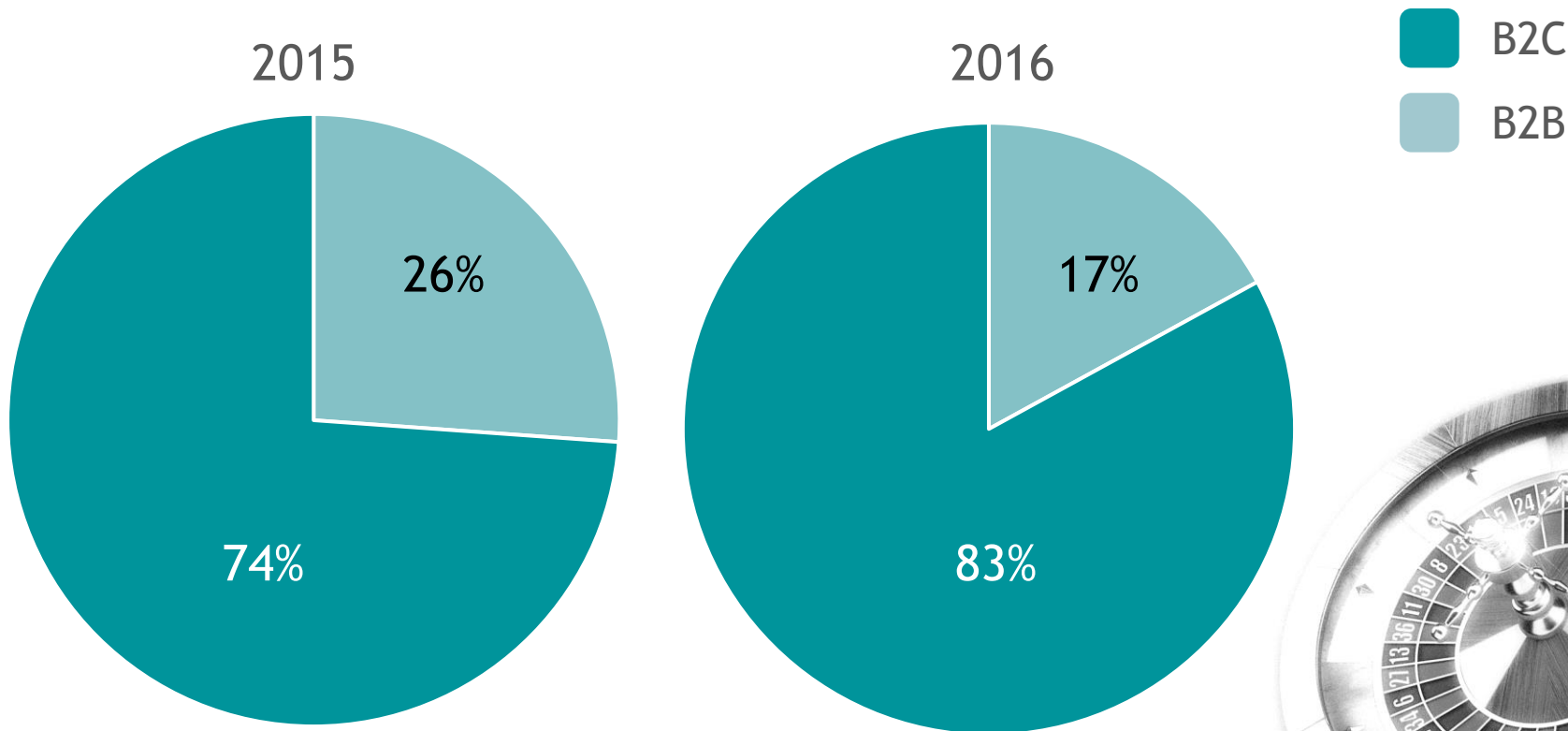
- Total FX effect on EBIT of -34.7mSEK



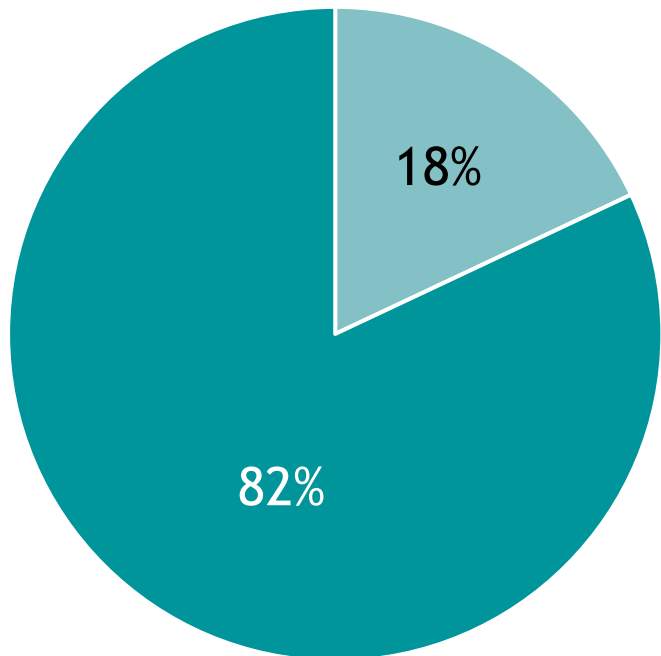
PRODUCT AND GEOGRAPHICAL SPLIT



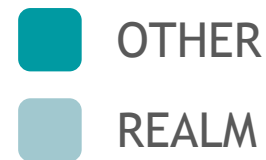
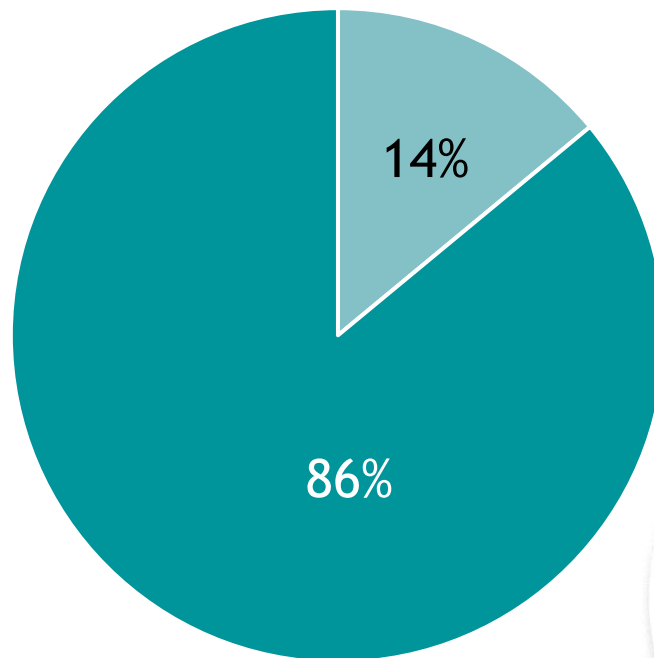
REVENUE PER SEGMENT (%) - Q1 2015 VS Q1 2016

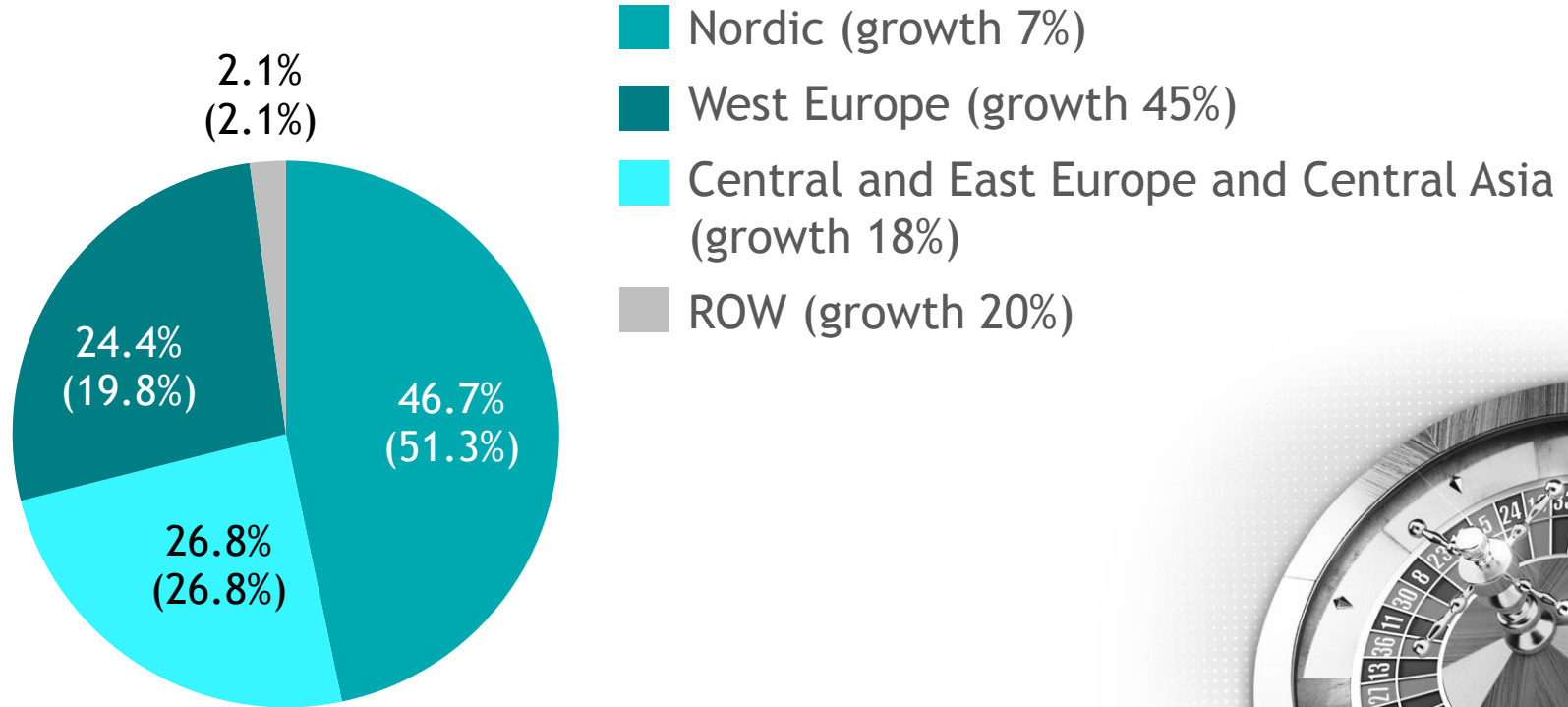


FY 2015



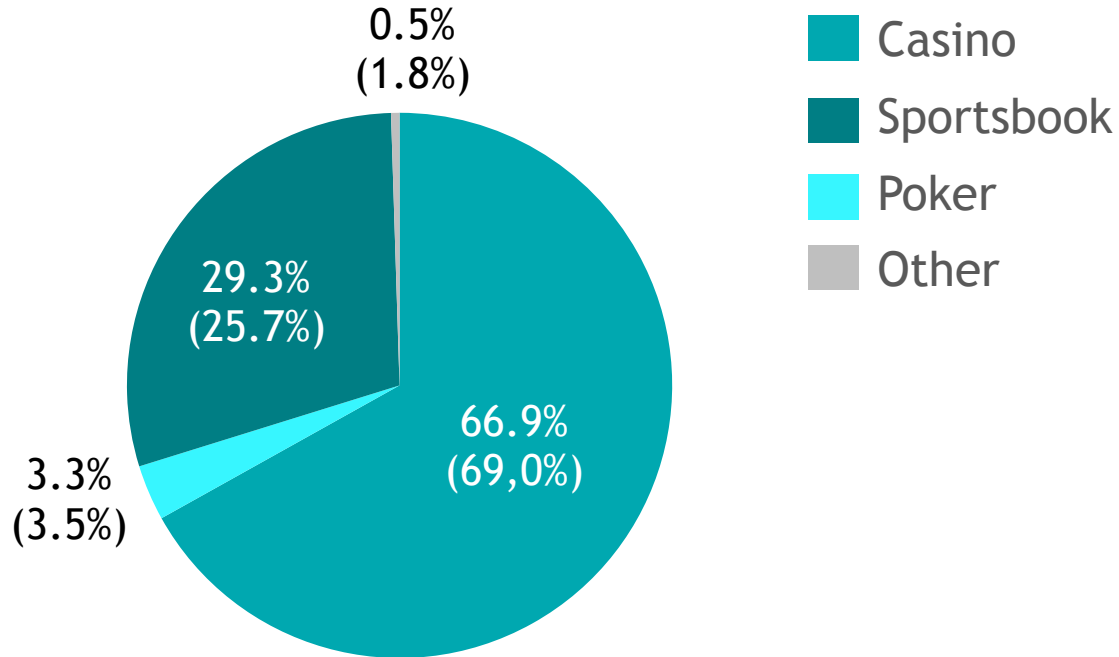
Q1 2016





Figures in brackets refer to the same period last year



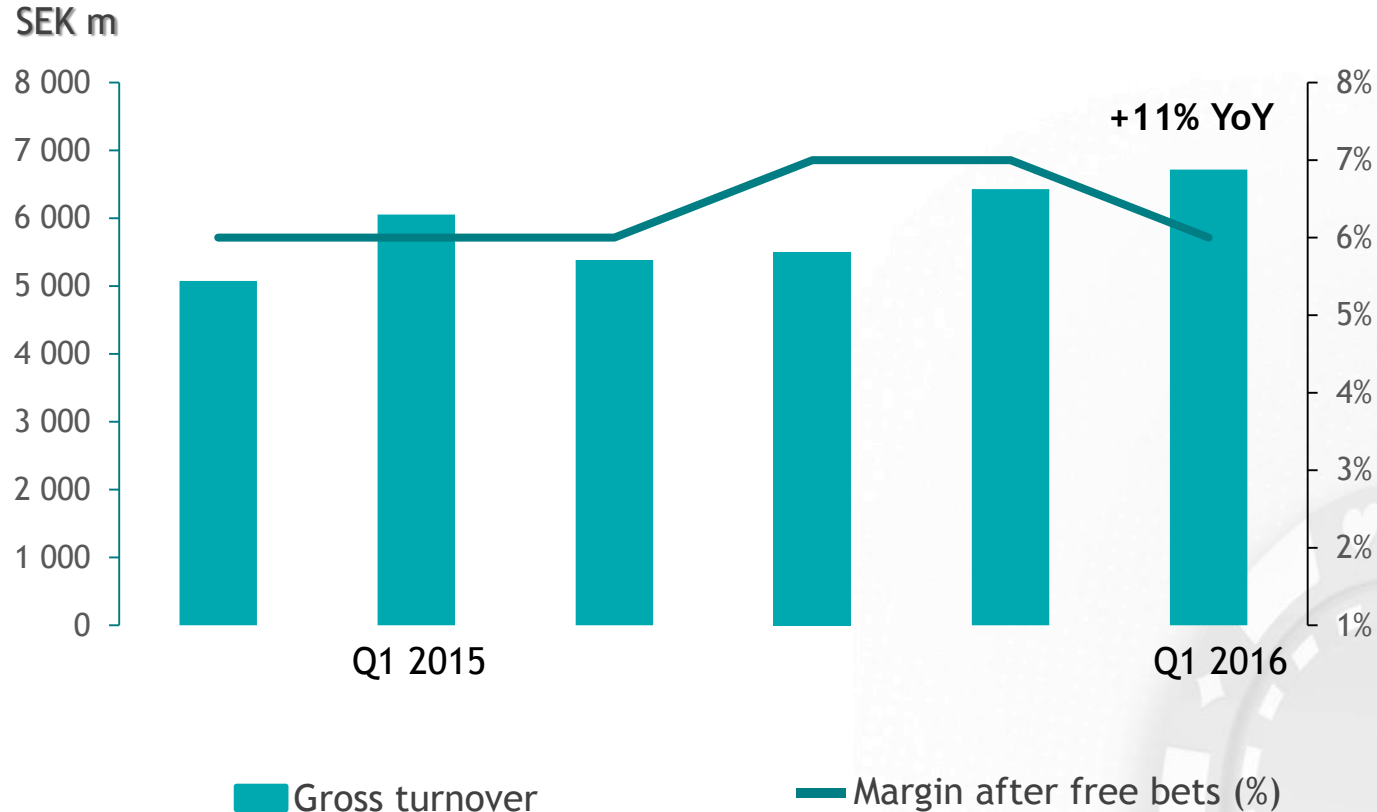


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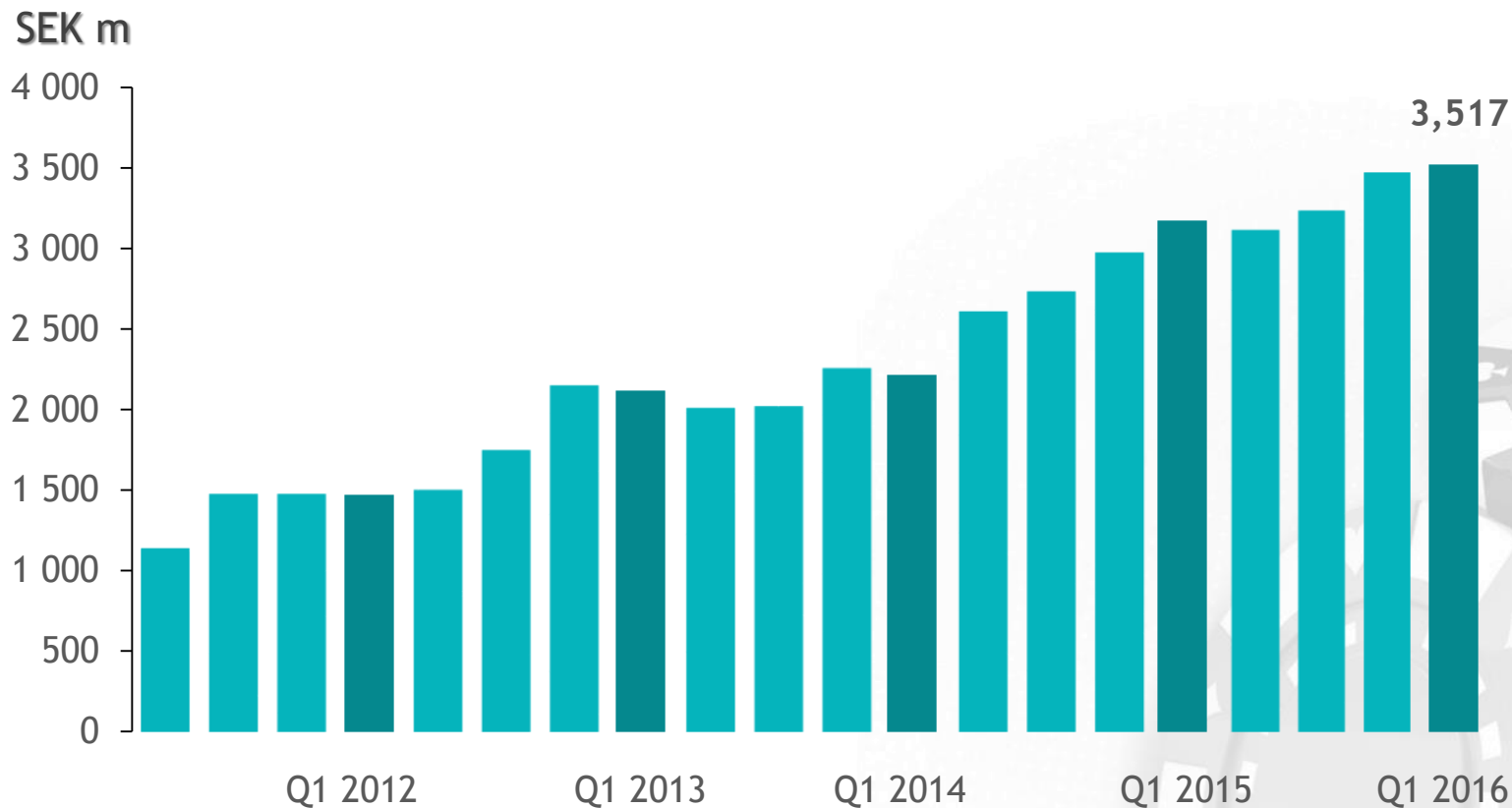


KEY PERFORMANCE INDICATORS



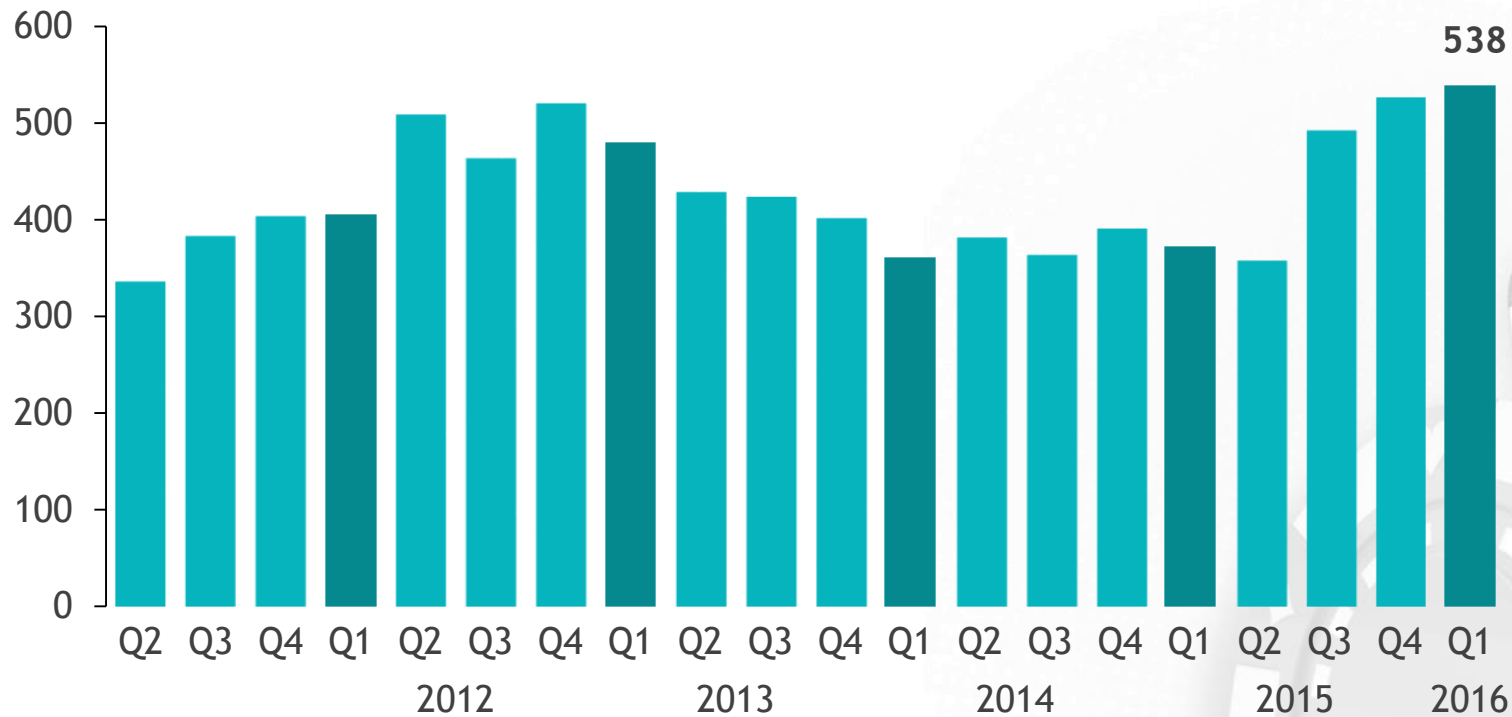


DEPOSITS - 11% GROWTH



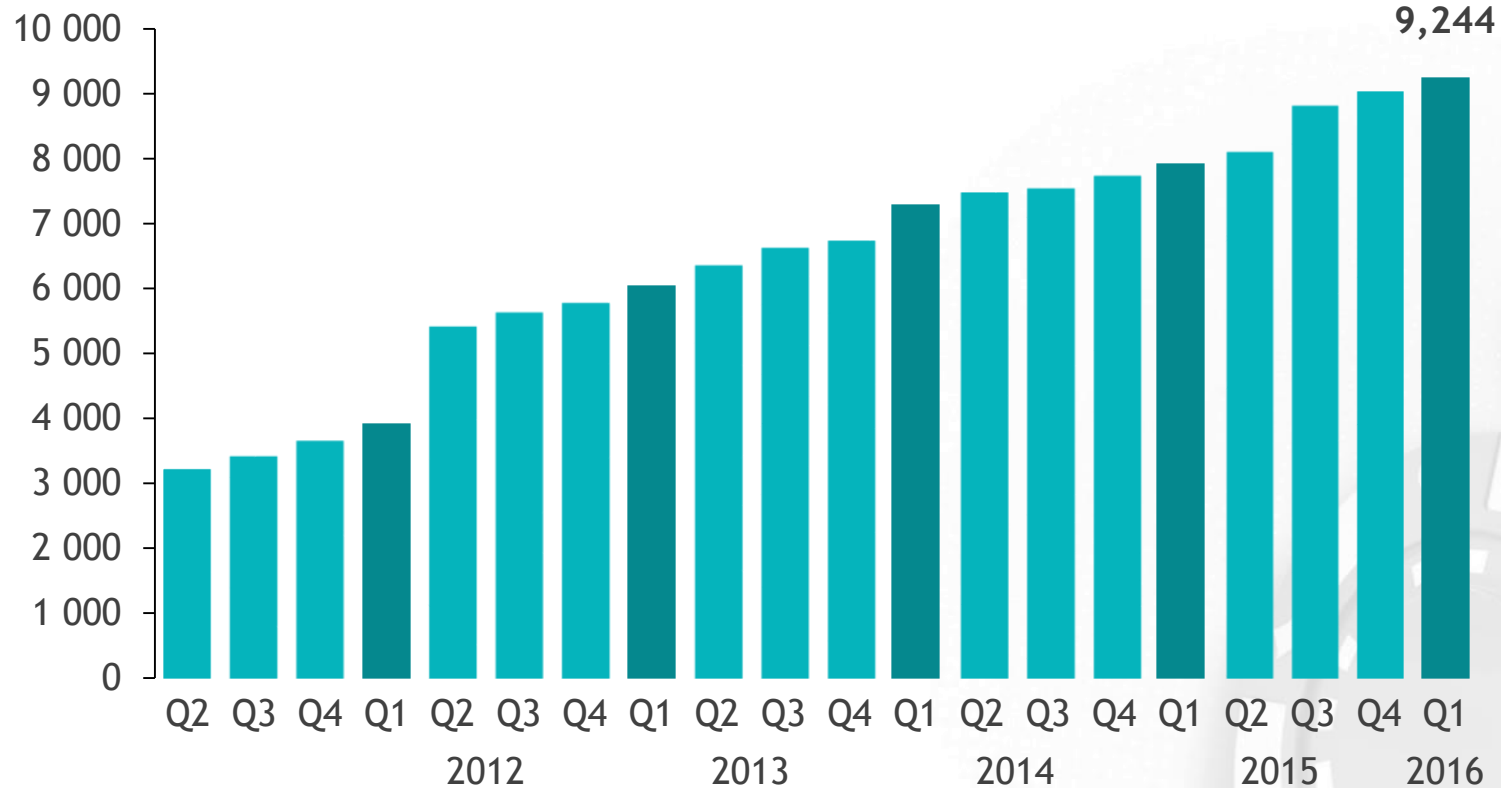
ACTIVE CUSTOMERS - 45% GROWTH

Thousand



REGISTERED CUSTOMERS - 17% GROWTH

Thousand



LEGAL UPDATE



The Netherlands

- The proposed new Dutch legislation is still in the second chamber in the parliament waiting to be processed.
- A deal have been made between the ruling coalition partners to set both online and offline net tax to 29%
- A debate and vote in parliament is expected in May 2016, and, if passed, the senate will discuss and vote on the law in Q3/Q4 2016
- Too early to speculate the outcome. The construction of the law might also be legally challenged if passed
- If passed, implementation is estimated Q2 2017



Sweden - Timetable for new regulation

- Legislative process has been initiated and chairperson have been appointed
- Law proposal planned for Dec 2017
- Start of new legislation planned for **1 July 2018**



Betsson Licenses

Country and remote gaming tax



✓ UK (15% GGR)



✓ Belgium (11% GGR)



✓ Malta (SB 0.5% TO / GoC 1.5K EUR per license)



✓ Italy (20% GGR)



✓ Denmark (20% GGR)



✓ Estonia (5% GGR)



✓ Georgia (5% TO / GoC 15% profit)



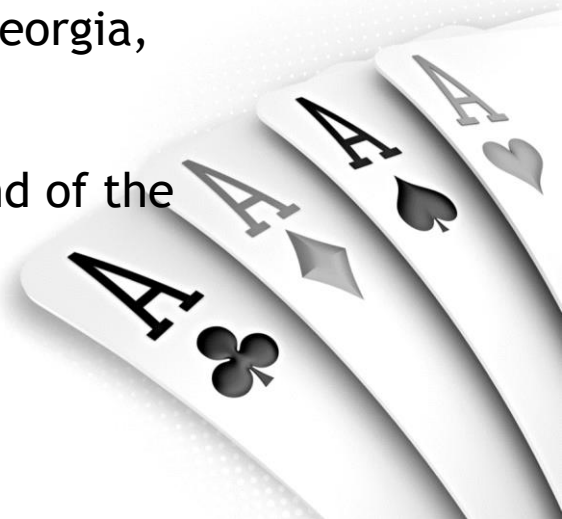
✓ Ireland (SB 1% TO)



EVENTS **AFTER** Q1



- Revenue at the beginning of the second quarter was slightly below the first quarter's daily average.
- In the beginning of the second quarter Betsson gained a license in Ireland and assumes good potential for strong growth in the country. Betsson also operates its business on licenses in Malta and holds local licenses in Belgium, Denmark, Estonia, Georgia, Italy and UK.
- There have been no other significant events after the end of the reporting period.



- **SAVE THE DATE MAY 26TH at 08:00 CEST!**

Welcome to Betsson's yearly CMD at Haymarket by Scandic Hotel, Hötorget, Stockholm, Sweden.



Q&A



APPENDIX



	Income statement (average rate)		
	Q12016	Q12015	
EUR/SEK	9,3248	9,3797	-0,6%
TRY/SEK	2,8698	3,3849	-15,2%
GEL/SEK	3,4712	4,0167	-13,6%
NOK/SEK	0,9792	1,0738	-8,8%
	Balance sheet (Closing rate)		
EUR/SEK	9,2323	9,2869	-0,6%
TRY/SEK	2,8779	3,3059	-12,9%
GEL/SEK	3,4807	3,8422	-9,4%
NOK/SEK	0,9802	1,068	-8,2%