



Presentation Q2 2010

Pontus Lindwall
CEO

Betsson

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 - Sportsbook margin
 - Customer deposits
- Legal
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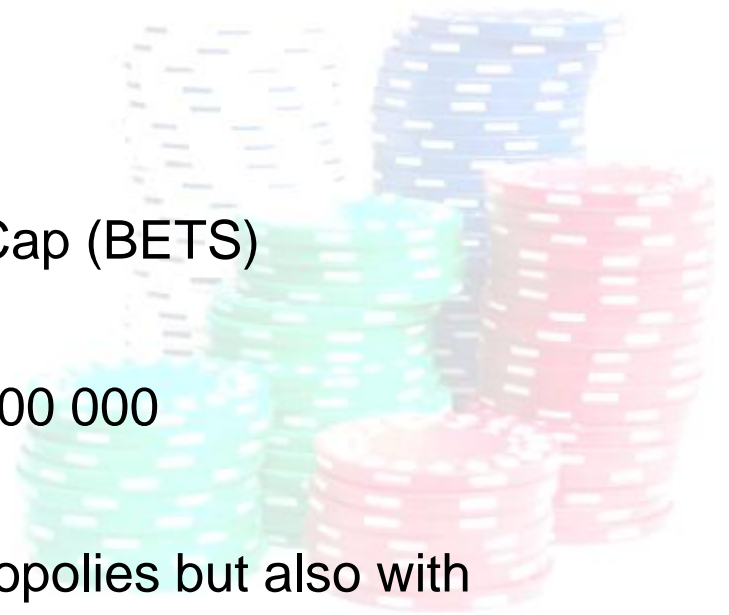


Betsson

Introduction

Betsson

- 45 years of accumulated competence
- 275 employees
- Listed on Nasdaq OMX Nordic, Mid Cap (BETS)
- Market Cap of approximately € 400 000 000
- Betsson competes with national monopolies but also with peers, such as Unibet, Ladbrokes, Expekt, Bwin and similar



Welcome to our casino.


And the rush of winning.




24 solhag just won £11 in SALES-Bingo.

> OPEN ACCOUNT

> SPORTSBOOK
Örgryte IS - Jönköpings Söc 

> POKER
40% value back 

> CASINO
More than 90 games 

Poker
Try the new Poker tournament!

New Scratch card arrived!
Master Mix

TRY THEM NOW

Rock, Paper or Scissors?
Win €200 000!

PLAY NOW!



300-6000

Super Nudge™

6000

777
100



80



20



NUDGES

- 5
- 2
- 1
- 3
- 4



60



20



SUPERMETER

20

1 nudge

40

2 nudges

60

3 nudges

0

1

0

MYNT

INSATS

VINST



10	1
6000	200
100	50
80	40
60	30
20	10
20	10

10	1
6000	200
100	50
80	40
60	30
20	10
20	10

- 5
- 2
- 1
- 3
- 4



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HÄMTA

INSATS

MAXINSATS

START



Saldo: € 0.00 Insats: € 0.10 Vinst: € 0.00

14:42



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



**50% BONUS
UP TO €111**
ON YOUR FIRST DEPOSIT

JOIN FOR FREE



Register & Play For Real

Play Free Games

Play Poker

JACKPOTS 8,067,441€

Big wins

100% Safe and Secure Casino

At CasinoEuro you get the best in online casino:

- Over 80 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

Big winners

Read more

LIVE CHAT

CONTACT

Phone
+356 2260 3100

E-mail
support-en@casinoeuro.com

Arabian Nights

JACKPOT MORE THAN €4,250,000

PLAY NOW!

We accept

Spel Ändra Till Historik



CasinoEuro

Bord: Gold Roulette
 Croupier: Jekaterina
 Spel #: 12:51:13

Bordsgräns:
 Min: 2
 Max: 50000

TID KVAR

SENASTE HISTORIK

15 15 17 8 2

STATISTIK

SPELARE

Namn	Max vinst
sjtipper	
tomjoh	

CHAT

Välkommen till Gold Roulette

SKICKA

Saldo 0.00 Total insats 0.00

Spela minispel

Mini BlackJack €1-40

Spela minispel

Vault Assault €1-3

Hem

Idrottslag och föreningar

Registrera dig

Betalningsmetoder

Kasino

Poker

Kampanjer

Vinnare

Bjud in en vän

Om oss

Kundtjänst

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Telefon

+356 22 603 144

Email

support@

sverigeautomaten.com



» live chat

Vi tar emot



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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 arpa
voita 5500 €
joka kuukausi 15 vuoden ajan
Ei vaadi talletusta

KLIKKA 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

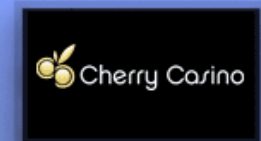
Deuces Wild		
+	Toni S	10 000 €
Golden Shamrock		
+	Juha S	6 015 €
Black Jack		
+	675 7	4 800 €

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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 (H1)	22%	23.5%

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



Betsson

Financial
Presentation
Q2 2010

Q2 Highlights

- Revenues increased by 29% to SEK 366.1 M (284.6)
- Operating income increased by 43% to SEK 88.0 M (61.6)
- Operating margin 24.0% (21.6)
- Customer deposits increased by 16%

Numbers in gray = Q2 2009

Q2 Highlights

- The Gross Turnover in Sportsbook amounted to 1 233.1 M (644.8) , an increase of 91%
- The Gross Turnover in Live betting amounted to SEK 699.7 M (227.6), an increase of 207%
- Earnings per Share SEK 2.14 (1.50)
- Cash by end of period SEK 517.8 M (before payout for redemption shares) (287.9)

Numbers in gray = Q2 2009

Q2 Highlights

- Active customers increased by 56% to 288 699
(185 321)
- Betsson has launched LiveCasino
- Due to legal reasons Betsson chooses to block French citizens, this is assumed to have a marginal impact on Betsson's profit

Numbers in gray = Q2 2009

Interim report

- Revenues increased by 22% to SEK 733.8 M
(600.1)
- Operating income increased to SEK 172.2 M
(144.0), an increase of 20%
- Operating margin 23.5% (24.0)
- Earnings per Share SEK 4.18 (3.51)

Numbers in gray = H1 2009

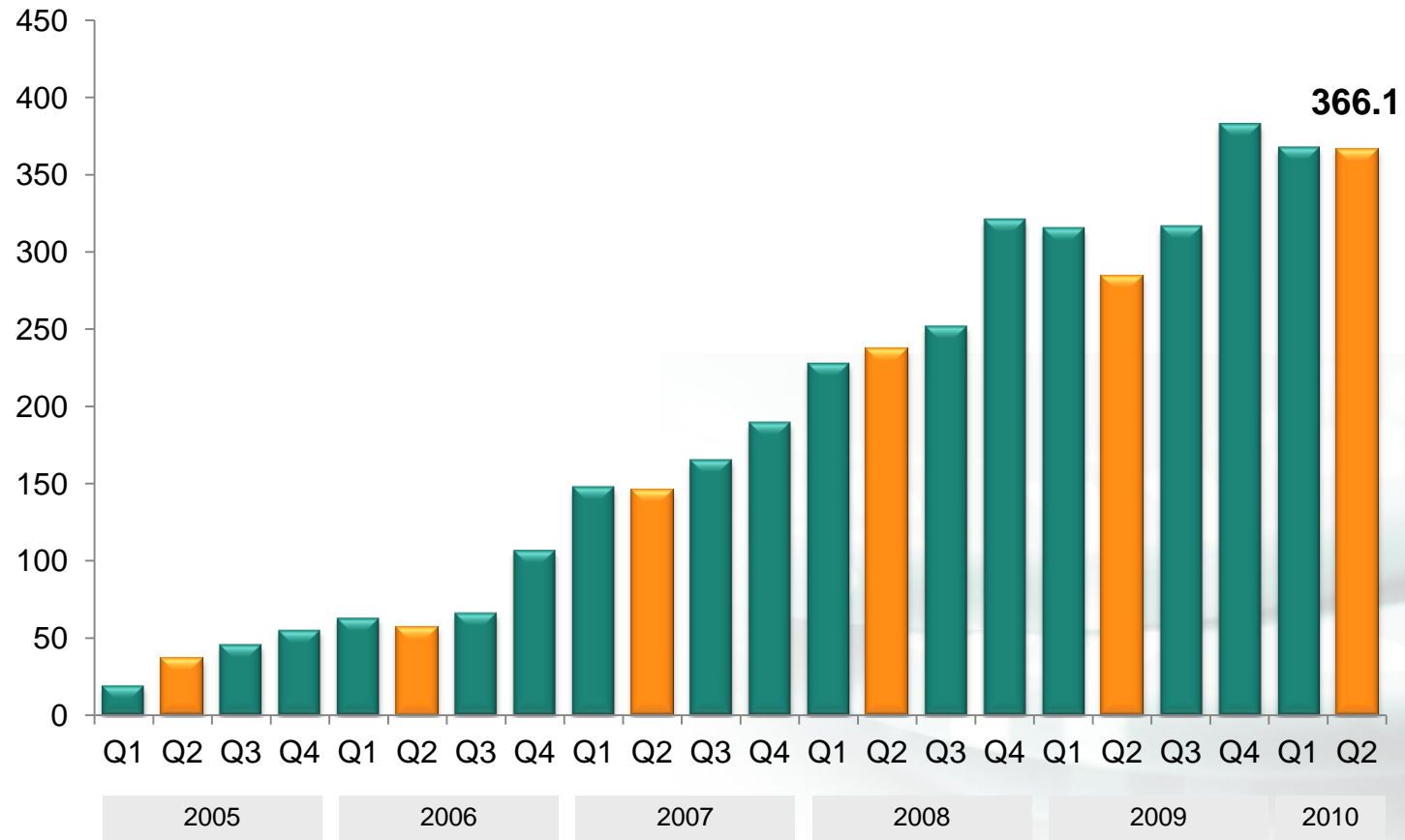


Sportsbook

- Strategically important product
- Launched in 2006, it contributes to 27% of Gross Profit with continued growth 91% growth in Turnover, 207% in live betting
- Growing faster than industry average
- One of the broadest product offerings on the market

Revenues

M SEK

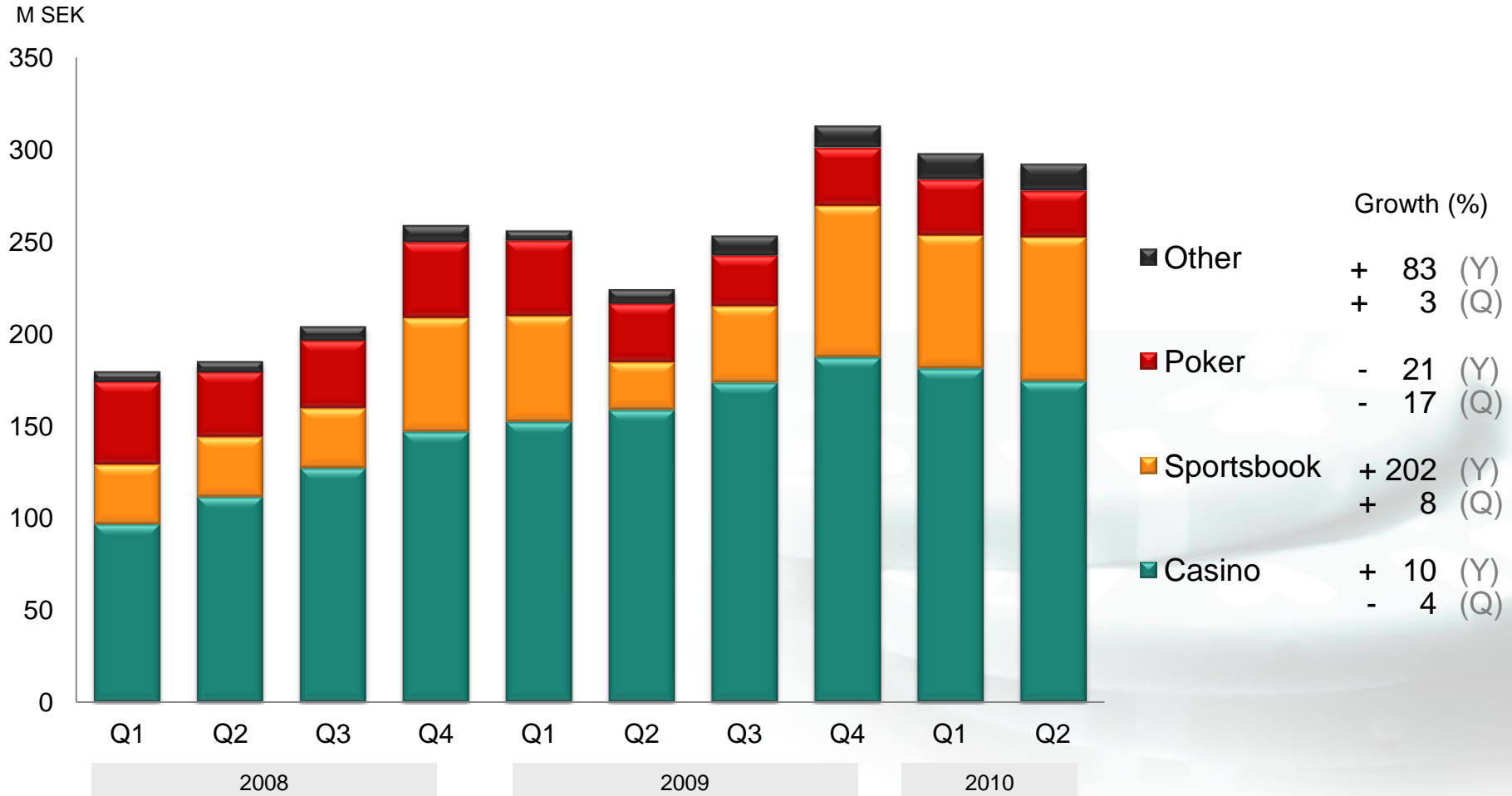




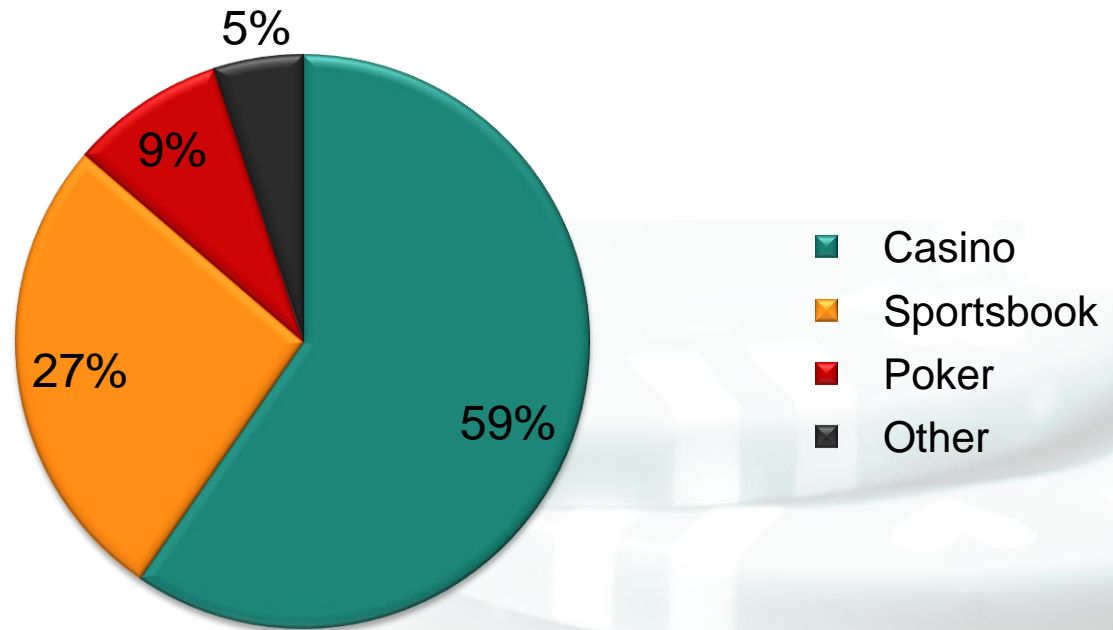
Betsson

Product and
geographical
split

Gross Profit per Product



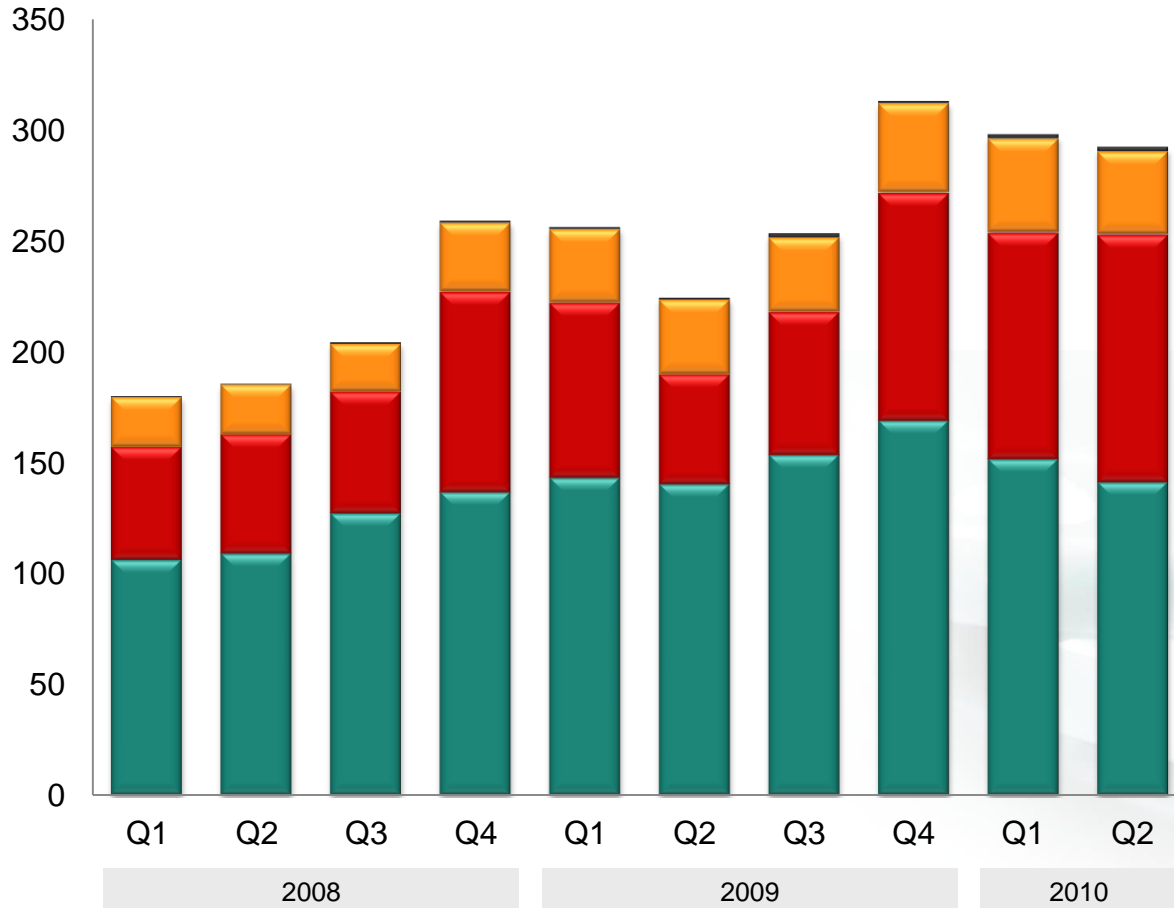
Gross Profit per Product



Q2 2010

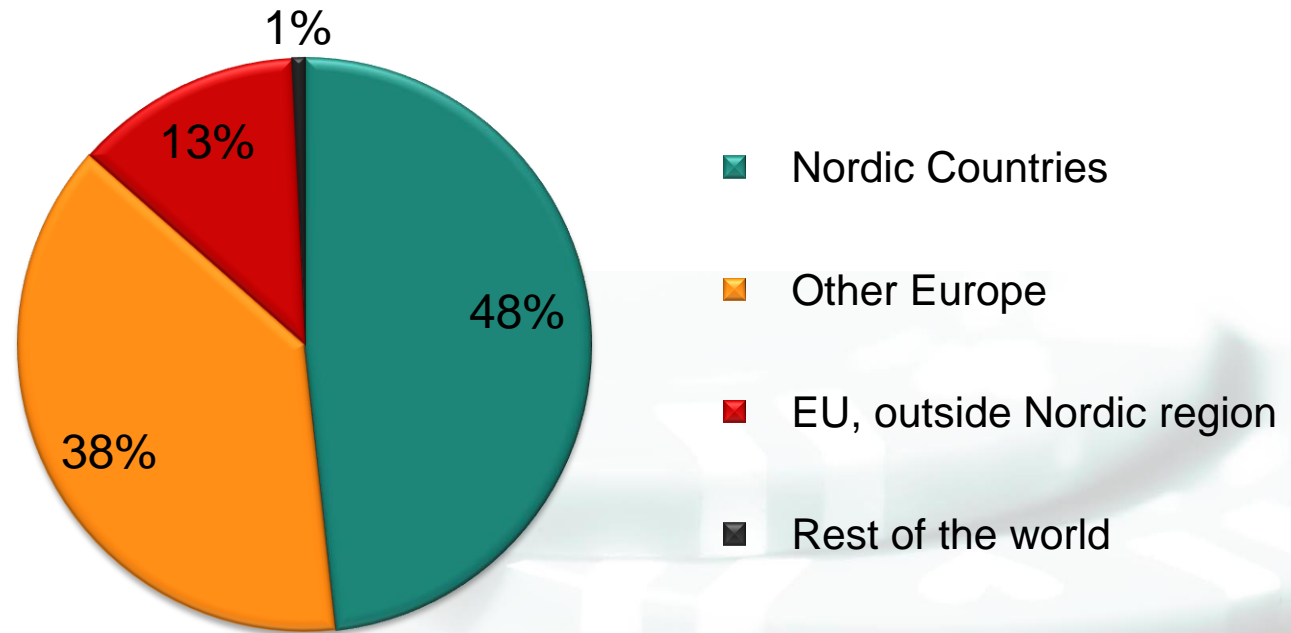
Gross Profit per Geographical Area

M SEK



	Growth (%)	
Rest of World	+ 150	(Y)
	+ 5	(Q)
EU, outside Nordic	+ 11	(Y)
	- 11	(Q)
Other Europe	+ 125	(Y)
	+ 9	(Q)
Nordic Countries	+ 1	(Y)
	- 7	(Q)

Gross Profit per Geographical Area



Q2 2010



Key Performance Indicators

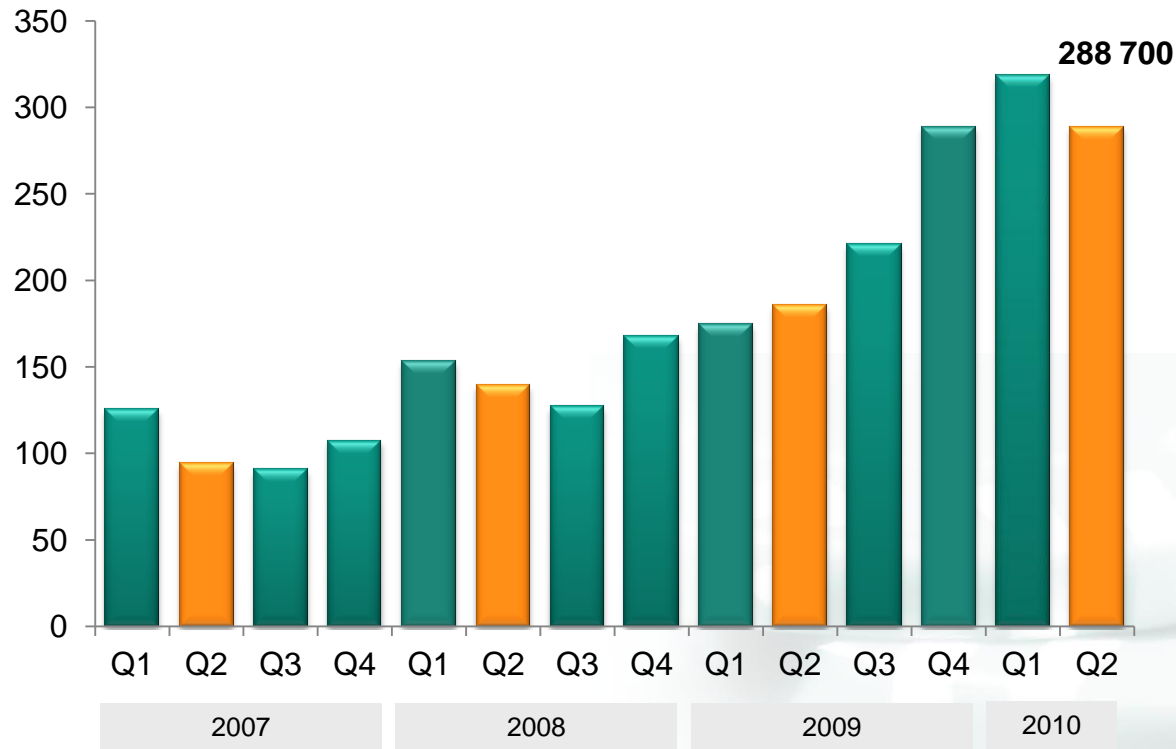
SB Margins
Deposits

Growth Indicators

	Growth Q2 2010	
	Y/Y	Q/Q
Active Customers	56%	-9%
Registered Customers	53%	13%
Revenues	29%	0%
Customer Deposits	16%	-6%
Gross Turnover SB	91%	22%

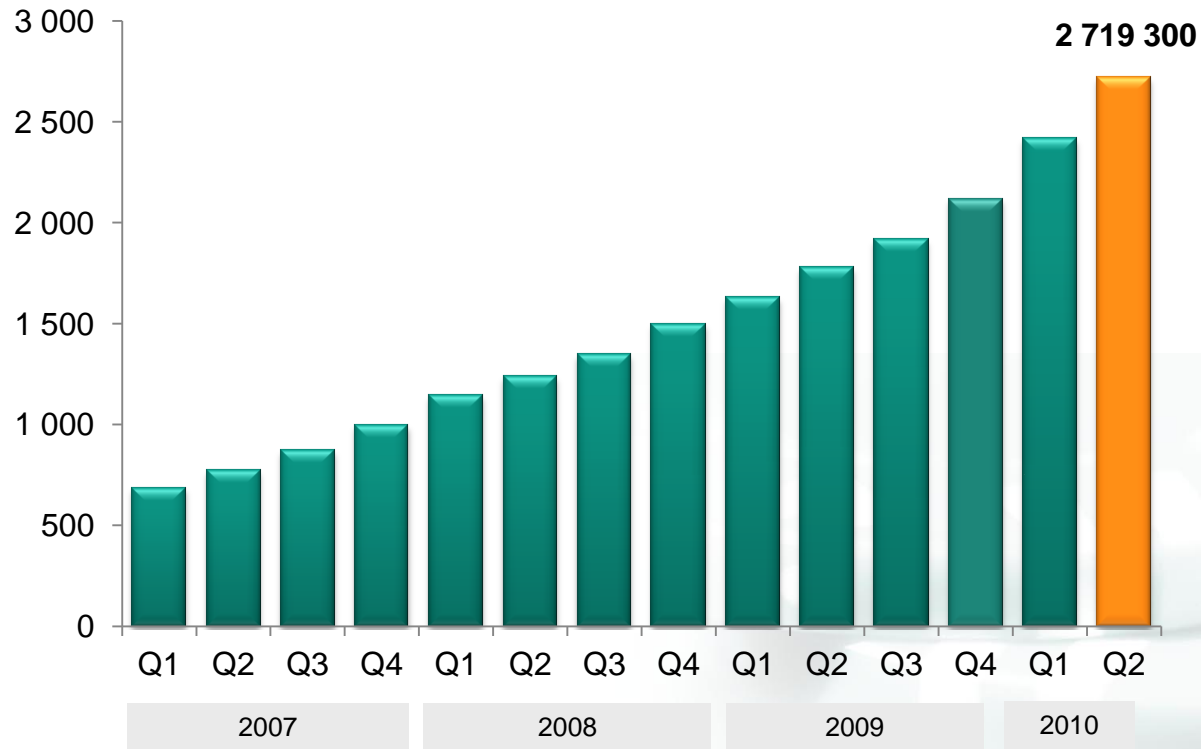
- Increase in active customers due to higher activity and different market activities. The measure active customers shall be seen in a longer perspective

Active Customers



- + 56% compared to Q2 2009
- - 9% compared to Q1 2010

Registered customers



- + 53% compared to Q2 2009
- + 13% compared to Q1 2010

Sportsbook Margins

	2010 Q2	2009 Q2	2010 Q1	2009 FY	2008 FY
Gross Turnover SB	1233.1	644.8	1012.8	2571.5	1567.1
Gross Margin SB¹	6.3%	4.0%	7.1%	8.0%	10.1%
Gross Profit	78.0	25.8	72.0	206.6	159.0

1) Margin after direct and allocated costs

Sportsbook



0-2



0-1



1-1



0-1



0-0



0-0



1-2



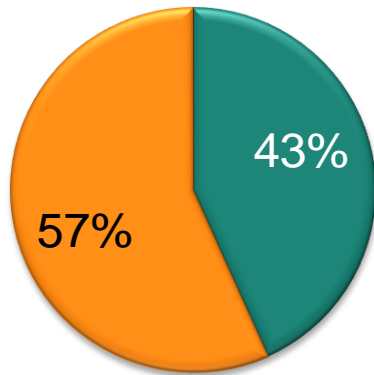
2-1



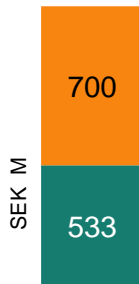
Results in the beginning of World Cup fuels the sportsbook margin

Live Betting Increases – Fueling Betting Turnover

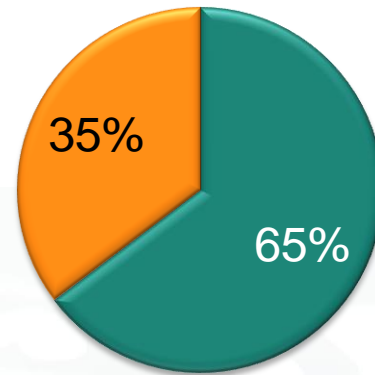
Q2 2010



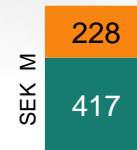
SEK 1 233 M



Q2 2009



SEK 645 M



■ Pre-match betting

■ Live betting

Share of Gross Turnover in Sportsbook



Betsson

Legal

Legal

NAFTA

WTO

Association agreement

EU

Domestic

EFTA

EEA

Open minded

Protectionistic



Neglect

Forbid

Regulate

Harmonize

(Time)

Not sustainable

More sustainable

- Regulate more games
- Less protectionistic/global understanding
- Sustainable tax levels
- ECJ vs monopolistic arguments

Legal



The French National Assembly approved on April 6, 2010 a draft bill introducing a licensing regime for online gambling in France. The law was enacted at the end of April 2010 and a first wave of 17 licenses was issued on June 7, 2010. A second wave of nine licenses followed on June 24, 2010.



Payment ban was implemented June 1, 2010.



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.

Legal



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



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





Betsson

Events after Q2

Events after the second quarter

- The world championship was completed with few surprises which is not favorable for the margins
- July has started marginal weaker than the average for the second quarter
- There have been no key events after the end of the interim period



Betsson Rings The NASDAQ Opening Bell



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Q&A



What's your thrill?