

2009-11-04

Presentation Q3 2009

Pontus Lindwall
CEO and President



Agenda

- Introduction
- Q3 financial presentation
- Product and geographical split
- Key Performance Indicators
 - Sportsbook margin
 - Customer deposits
- Legal
- Events after Q3
- Q&A

2009-11-04

Betsson

Introduction





Betsson is one of the leading European online gaming companies



Betsson offers Sportsbook, Casino, Poker and other games on internet



Betsson

- 45 years of accumulated competence
- 250 employees
- Listed on Nasdaq OMX Nordic, Mid Cap (BETS)
- Market Cap of € 400 000 000
- National monopolies make up primary competitors, secondary competitors include Unibet, Ladbrokes, Expekt, Bwin and similar



ESTORIL LIVE RETURNS!

Find fame & fortune at Europe's biggest casino.
You can qualify 24/7!

QUALIFY NOW!

POKER

- Upcoming tournaments
- News and Events

Poker players online: 16548

CASINO

- Current Winners
- Hot picks

Wonder: £5,313

SPORTSBOOK

Most popular markets

Spain v. Belgium Sat 21:00			
1	1.20	X	5.80
2	14.00		
Turkey v. Estonia Sat 19:00			
1	1.17	X	6.20
2	16.00		
Austria v. Faroe Islands Sat 19:30			
1	1.15	X	6.00
2	17.00		

Live games

Number of markets to bet on: 8685

BINGO

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

EXCHANGE

Most popular markets

Live games

Markets to bet on: 1986

SCRATCH

NEW

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

GAMES

- Current Winners
- Hot games - Fast winnings

TRADER

Betsson Trader

Bet on stocks here!

BIG WINNERS

£37,210

🇬🇧 Tom - Jackpot 6000

Why Betsson?

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

News

MOBILE BETTING IS CALLING

Get connected with Betsson Mobile Betting. Easy access to the best sports odds around. Never miss the chance to win more money. Want to win? Download Mobile Betting today.

Estoril LIVE

Live and direct from Casino Estoril in Portugal, Betsson Estoril LIVE is back by popular demand. This November join Betsson Poker and 500 poker players from around the world at Europe's biggest casino to win your share of an estimated prize pool of €700 000!

Upcoming Events

- Fri 18:00** - Casino Daily Champ!
- Fri 23:00** - Casino Midnight Express!
- Sat 12:00** - Casino Slotsmania!
- Sat 18:30** - Sportsbook England v. Slovenia
- Sat 20:30** - Sportsbook Austria v. Faroe Islands
- Sat 22:00** - Sportsbook Spain v. Belgium



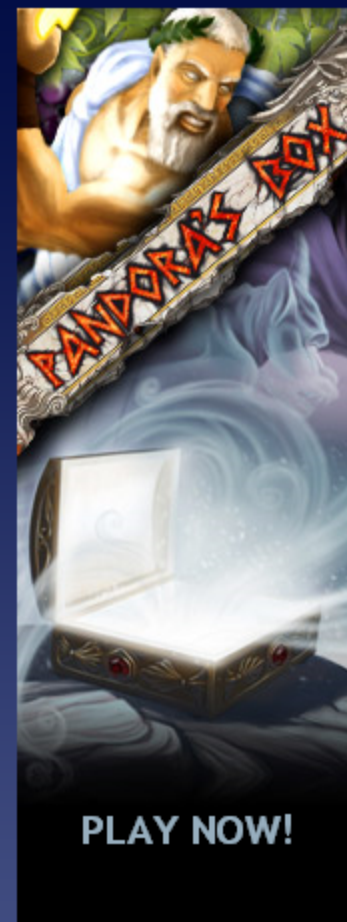
- [Home](#)
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**50% BONUS
UP TO €111**

ON YOUR FIRST DEPOSIT

JOIN FOR FREE



Register and play for real money



Play free casino games

Play online poker

Today's winners

Winners now	Big wins
Morten K	47,838 € Jackpot Scratchticket
Alexander N	47,587 € Super Lucky Frog
Mikael E	25,426 € The Reel Steal

796 players online

LIVE CHAT

CONTACT

Phone
+356 2260 3100

E-mail
support-en@casinoeuro.com

100% Safe and Secure Casino

You get the best in online casino at CasinoEuro:

- Over 80 non-download online casino games
- 24 hour customer support
- Big jackpots and casino bonuses



**100%
SECURE
CASINO**

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



Big winners
▶ [Read more](#)

We accept



Hem

Idrottslag och föreningar

Registrera dig

Betalningsmetoder

Kasino

Poker

Kampanjer

Vinnare

Bjud in en vän

Om oss

Kundtjänst

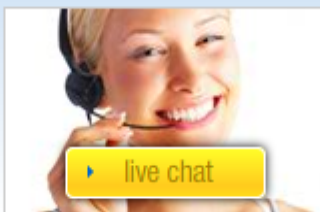
Kontakta oss »

Telefon

+356 22 603 144

Email

support@
sverigeautomaten.com



▶ live chat

Vi tar emot



SverigeAutomaten.com

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

SVERGEAUTOMATEN
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





Get started now

- 1** Want to make money?
- 2** Promote our brands!
- 3** Earn money today!

Our partners

[Read more](#)

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 lifetime revenue on that player 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-

High Growth and Profitability

	Revenue Growth	EBIT-margin
2007	121 %	29.3 %
2008	60 %	26.7 %
2009 (Q1-Q3)	28 %	24.4 %

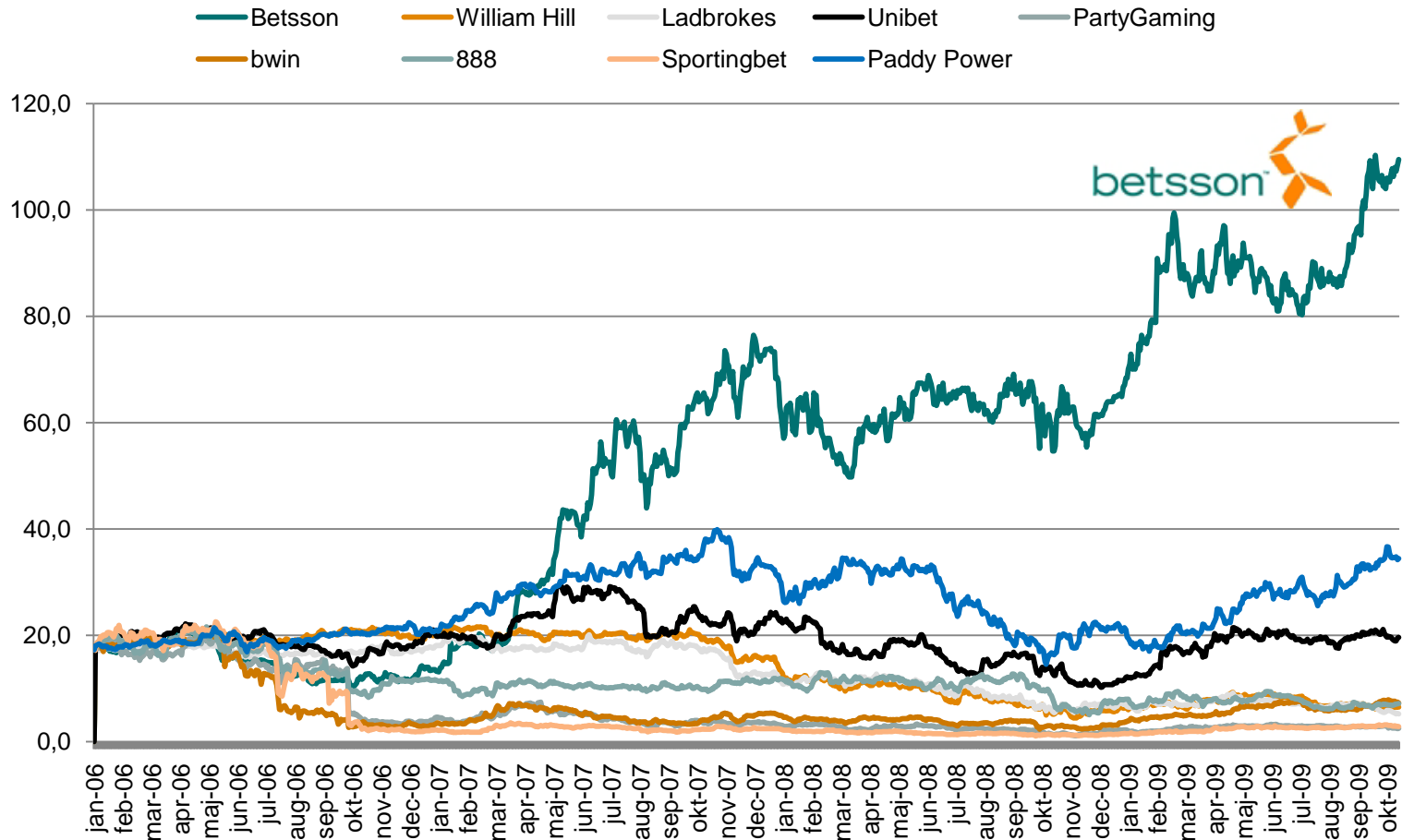
- Outperforming both market growth and competitors



Shareholder value

- According to dividend policy, 75 percent of profits shall be distributed to shareholders
- Automatic redemption process (more favourable than dividends)
- The strong performance has given the best shareholder increase since beginning of 2006 in comparison to competitors

Shareholder value increase



Source: Factset, SEB Enskilda

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Betsson

Financial
Presentation
Q3 2009



Q3 Highlights

- Revenues increased 26% to SEK 316.7 million (252.0)
- Operating income increased 17% to SEK 79.4 million (67.8)
- EPS SEK 1.93 (1.62)

Numbers in gray = Q3 2008

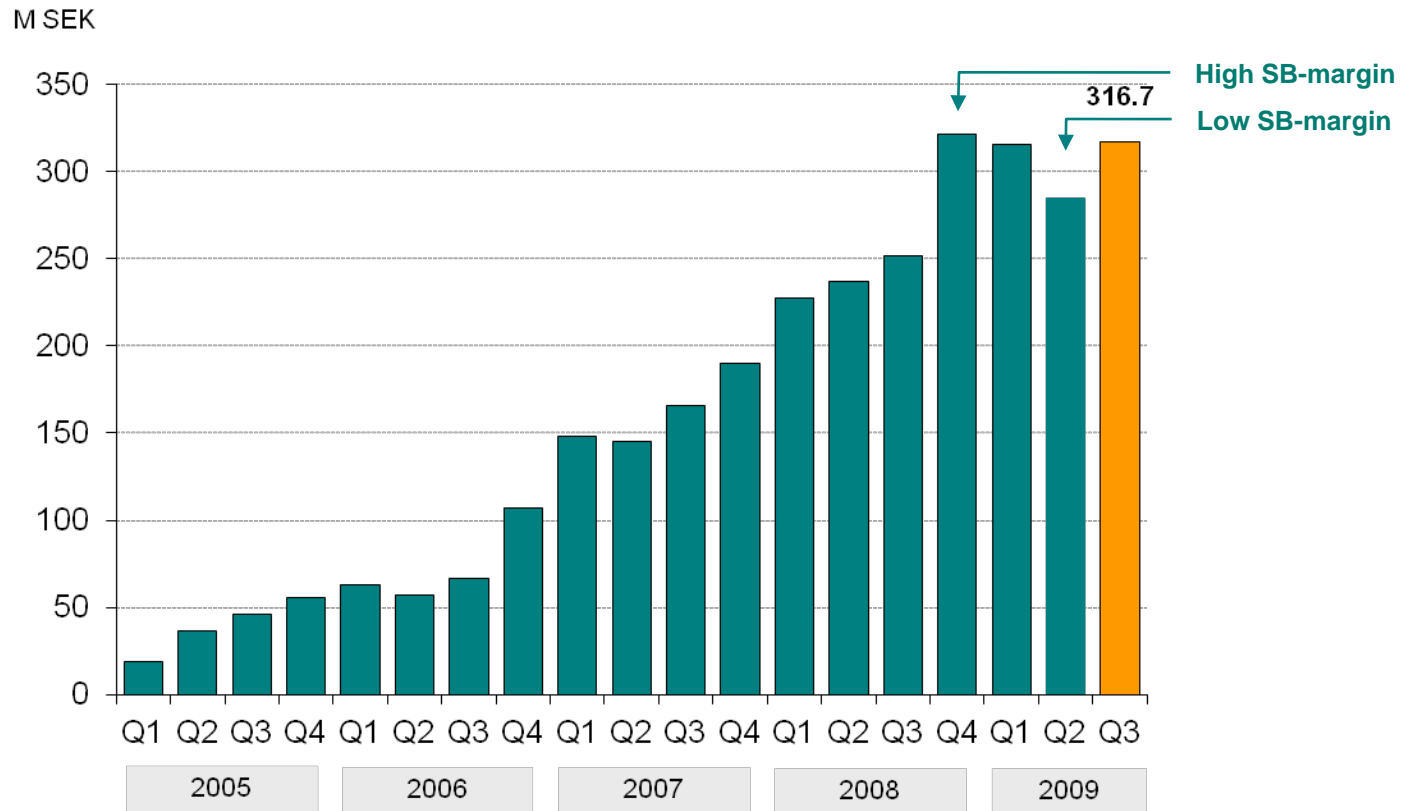
Q3 Highlights

- Operating margin 25.1% (26.9)
- Active customers increased 74% to 220 900 (127 300)
- Cash by end of period SEK 396.0 million (213.5)
- Betsson has launched streaming and mobile betting – two important innovations for our Sportsbook

Numbers in gray = Q3 2008

Revenues

Higher volatility as Sportsbook increases



Quarter on quarter

- Revenues increased 11%
to SEK 316.7 million (284.6)
- Operating income increased 29%
to SEK 79.4 million (61.6)
- Active customers increased 19%
to 220 900 (185 300)

Numbers in gray = Q2 2009

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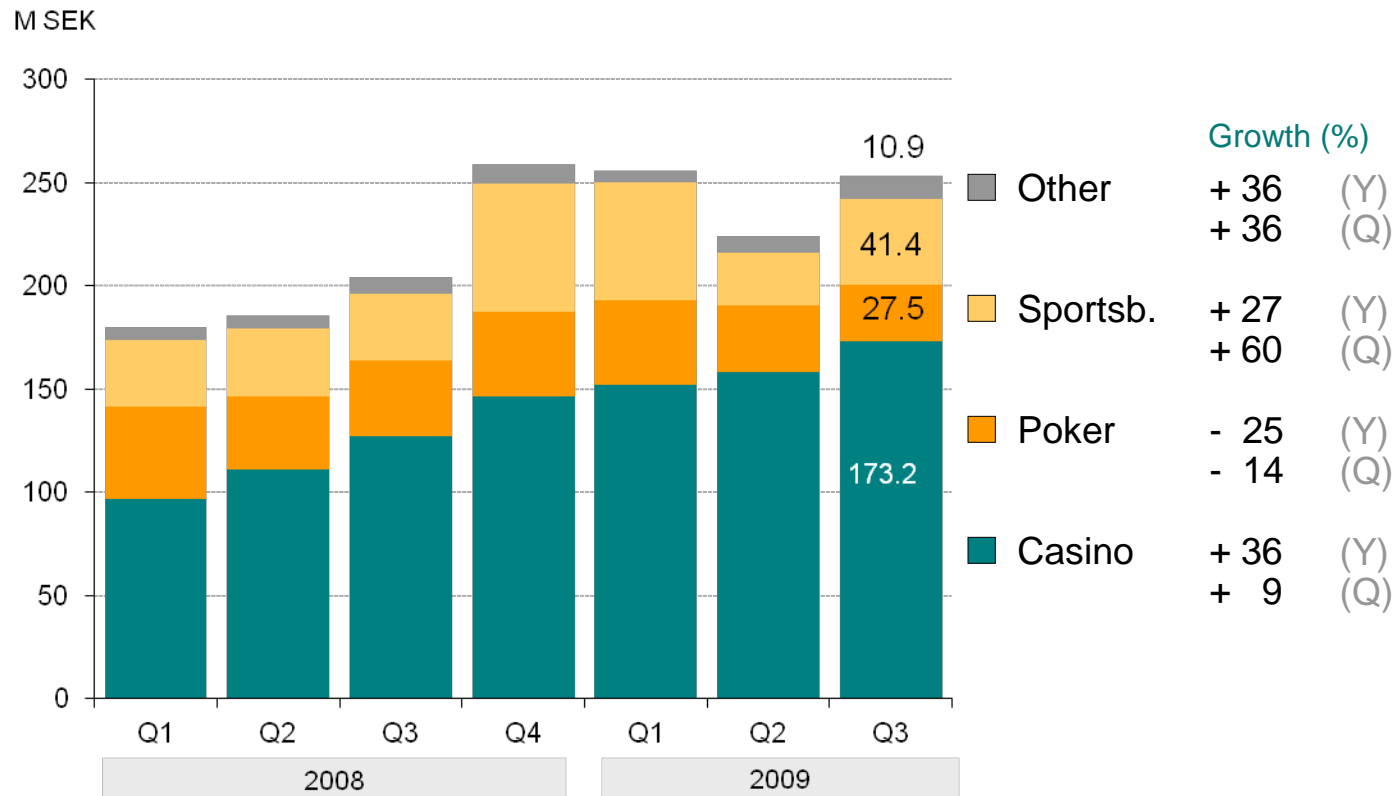
Betsson

Product and
geographical
split



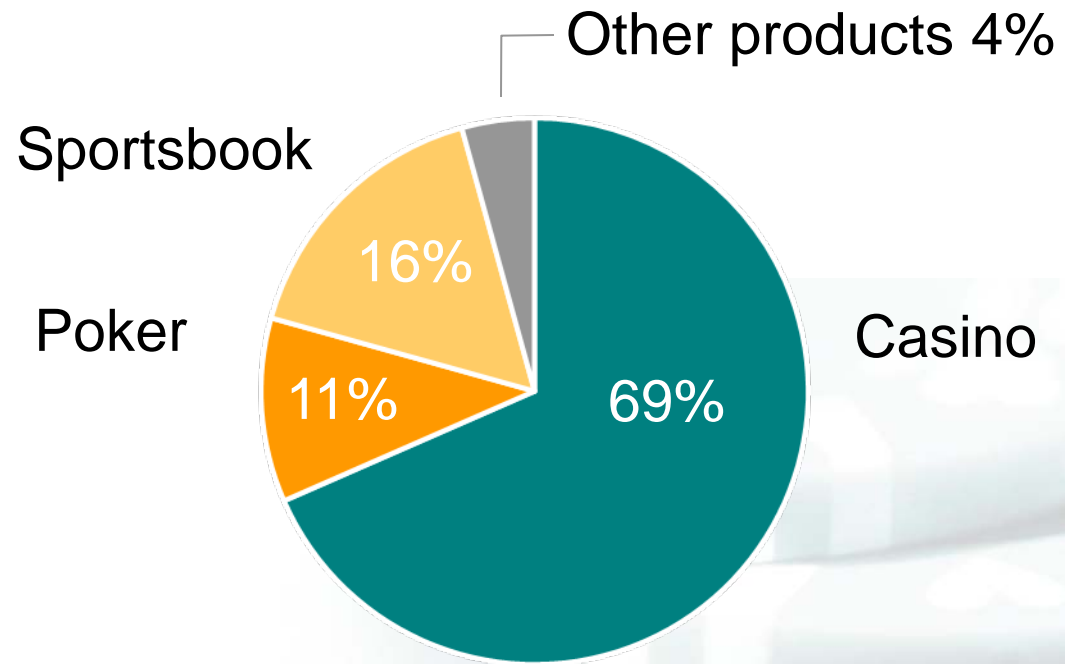


Gross profit per product segment



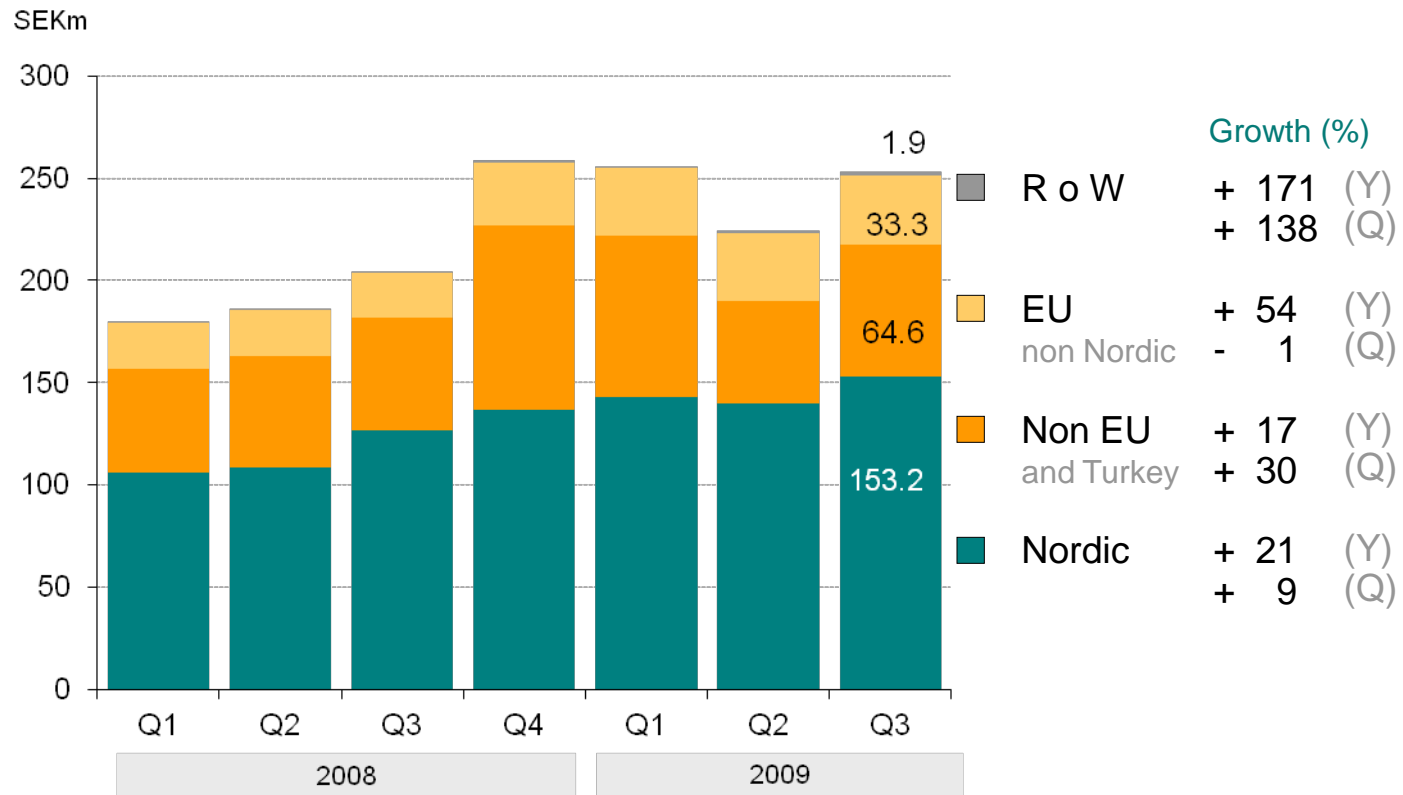


Gross profit per product Q3



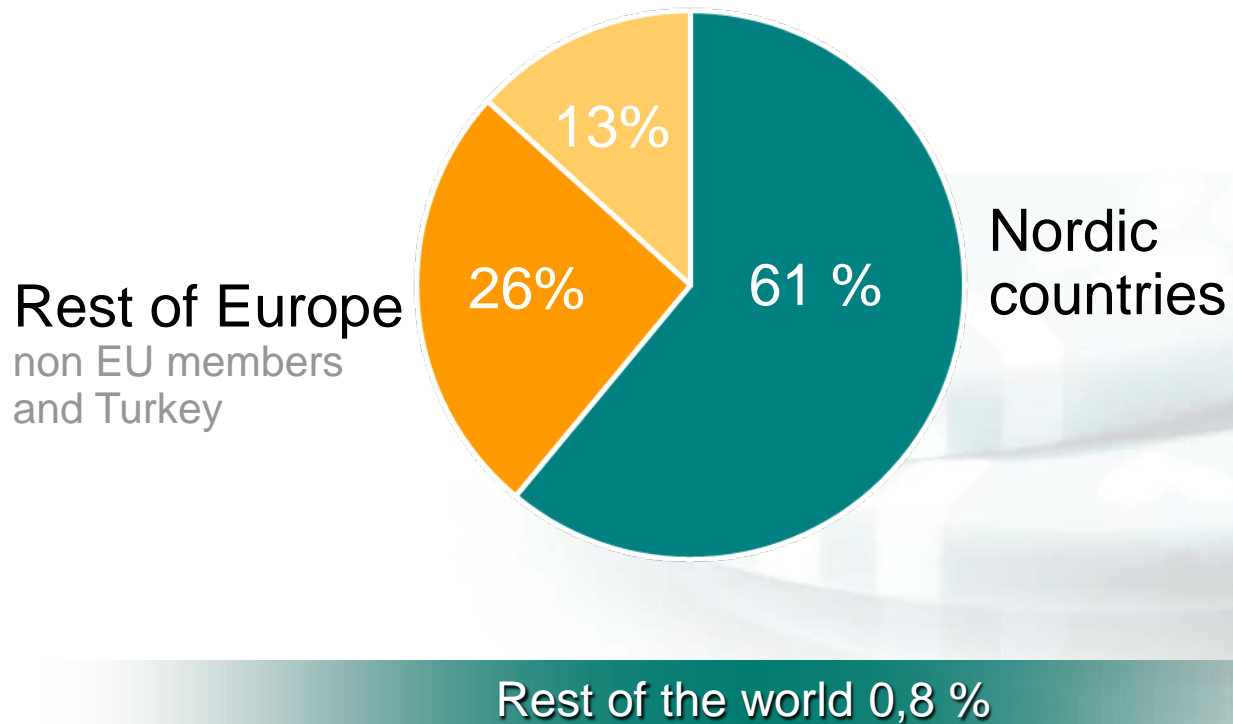


Gross profit per geographical area



Gross profit per geographical area Q3

Non Nordic EU countries



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Key Performance Indicators

SB Margins
Deposits



Growth indicators

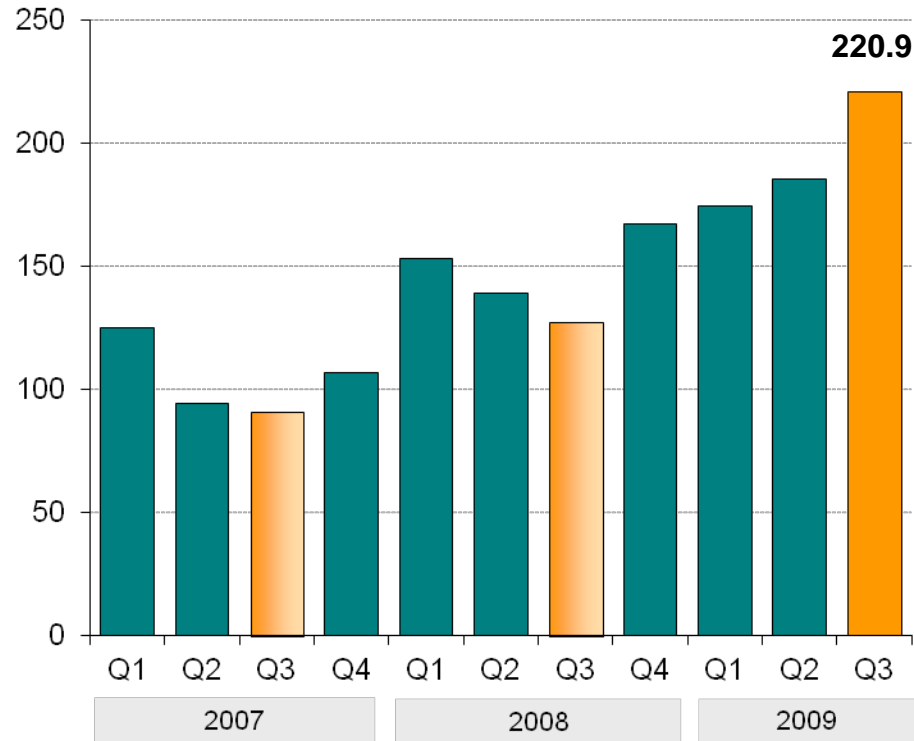
	Growth Q3 2009	
	Y/Y	Q/Q
Active Customers	74 %	↑ 19 %
Registered Customers	42 %	↑ 8 %
Revenues	26 %	↑ 11 %
Customer Deposits	41 %	↑ 5 %
Gross Turnover SB	78 %	→ - 2%

- 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

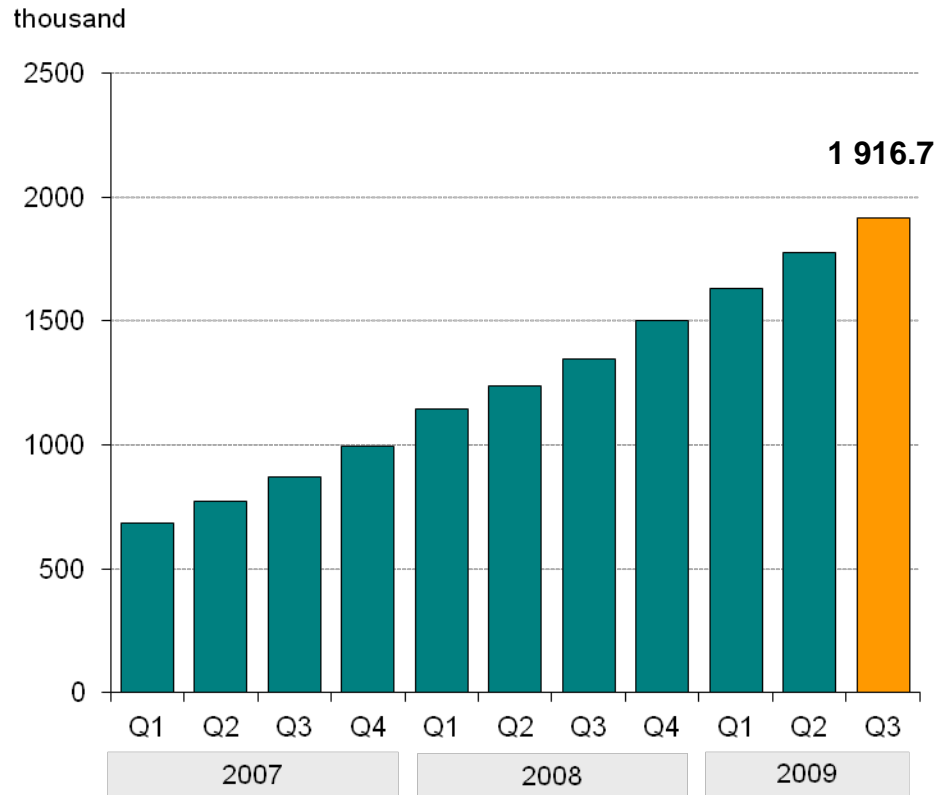
thousand



- + 74% compared to Q3 2008
- + 19% compared to Q2 2009



Registered Customers



- + 42% compared to Q3 2008
- + 8% compared to Q2 2009

Sportsbook margins

	2009 Q3	2008 Q3	2009 Q2	2009 Q1–Q3	2008 Q1–Q3
Gross Turnover SB	634.9	356.0	644.8	1816.2	1046.2
Gross Margin SB¹	6.5 %	9.1 %	4.0 %	6.9 %	9.3 %
Gross Profit	41.4	32.5	25.8	124.6	97.3

1) Margin after direct and allocated costs

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Betsson

Legal



Legal



The French National Assembly voted in October in favour of adopting a bill to regulate the online gaming market.

Limited impact on Betsson's revenues regardless of the outcome.



Nothing expected to happen before the Swedish election in September 2010.



No news during the quarter in Turkey.



No news during the quarter in Norway.

Legal



The US consider opening the market for internet gaming.



Potuguese monopoly Santa Casa won a court case in European Court against bwin in September.

Not clear in what extent this verdict is relevant on an European level.

2009-11-04

Betsson

Events after Q3



Events after the third quarter

October was a strong month, generating a new all time high game win.

During October Betsson has entered a partner deal with the company 9Live, which is a subsidiary to one of the biggest media houses in Germany, Prosieben Sat1. Betsson offers gaming solution on www.betsson.tv, which is a part of a TV-show.

Betsson TV – Die Show

iCueTrimmer_9Live_2009_10_28_2009_10_28_212341_2009_10_28_213808

betsson.tv

KOSTENLOS
0800 / 9 444 111
Kostenlos a.d. Festnetz & Mobil

Teilnahme ab 18. Teilnahmebedingungen unter 9Live.de und Teletext 320 ff.

05:15

Betsson TV – Die Show

Log-in

Benutzername

» Konto eröffnen
» Passwort vergessen?

LOG-IN

KONTO
ERÖFFNEN

» Kundenservice
» Über Betsson.tv

50Cent Casinospass betsson.tv



START CASINO

Roulette

SPIELEN »

Blackjack

SPIELEN »

1. Registrieren

2. Einzahlen

3. Spielen!

Warum Betsson.tv?

- Sichere Ein- und Auszahlungen
- Erstklassige Kundenbetreuung
- Nur 50 Cent Spieleinsatz

Aktuelles

- Betsson.tv - Die Show!
Deutschlands erste TV-Casino Show! Zweimal täglich rollt bei 9live die Roulettekugel! Von 21.15 Uhr bis 21.30 Uhr und von 1.30 Uhr bis 2 Uhr können Zuschauer kostenlos aktiv am Spiel teilnehmen!

- Tägliche Jackpot-Lotterie!
Bei Betsson.tv warten täglich, wöchentlich und monatlich insgesamt 10,000€ auf glückliche Gewinner – und das völlig ohne Geldeinsatz! Hier erfahren Sie mehr!

NETELLER

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Q&A



What's your thrill?