



Presentation Q3 2010

Pontus Lindwall
CEO

Betsson

- Introduction
- Q3 Financial Presentation
- Product and Geographical Split
- Key Performance Indicators
 - Sportsbook margin
 - Customer deposits
- Legal
- Events after Q3
- Q&A





Betsson

Introduction

Betsson


- 45 years of accumulated competence
- 276 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.




 solhag just won £11 in SALES-Bingo.

> OPEN ACCOUNT

> SPORTSBOOK
Örgryte IS - Jönköpings Söc 

> POKER
40% value back 

> CASINO
More than 90 games 

New Scratch card arrived!
Master Mix

TRY THEM NOW

Rock, Paper or Scissors?
Win €200 000!

PLAY NOW!

To the lobby

- Black Jack
- Roulette
- Baccarat

- Promotions
- The Dealers
- FAQ
- Refer a Friend
- LiveCasino

GAMES

VIEW

HISTORY

Table: Roulette
 Dealer: Liëna
 Game Nr: 16:42:50

Bet Limit:
 Min: 10
 Max: 250000

TIME REMAINING

RECENT HISTORY
 15 5 25 5 8

STATISTICS

PLAYERS

Name	Max Win
ali	
bülent	
Stefan	
Dina	
volkan	
Siv	220

CHAT

Welcome to Roulette
 snika: has joined the table.
 volkan: has joined the table.

Cash 0.00 Total Bet 0.00

2.3
 FPS: 15
 v1.5.3 (NC)

Transfer Money

Game Rules

- > Contact us
- > Email us
- > FAQ

- > Responsible gaming
- > About Betsson
- Helpdesk: +356 22 60 3000



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 D.
 out Live



- 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

Big winners
▶ Read more

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

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

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
- » 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

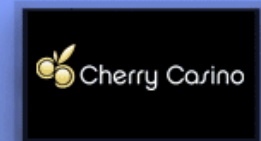
Deuces Wild		
+	Toni S	10 000 €
Golden Shamrock		
+	Juha S	6 015 €
Black Jack		
+	675 7	4 800 €

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Our partners

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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 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 (Jan-Sep)	22%	22.6%

- 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
Q3 2010

Q3 Highlights

- Revenues increased by 22% to SEK 385.1 M
(316.7)
- Operating income increased to SEK 80.7 M
(79.4)
- Operating margin 21.0% (25.1)
- Customer deposits increased by 11%

Numbers in gray = Q3 2009

Q3 Highlights

- Operating income was negatively impacted by a net cost of SEK 13.1 (2.3) million referring to the currency revaluation of balance sheet items
- The net effect from capitalizations and amortizations of capitalized development costs amounted to a cost of SEK 2.8 (*revenue 4.2*) million
- Excluding the above items operating income was increased by 25%

Numbers in gray = Q3 2009

Q3 Highlights

- The Gross Turnover in Sportsbook amounted to 1 215.7 M (634.9), an increase of 91%
- The Gross Turnover in Live betting amounted to SEK 733.7 M (194.2), an increase of 278%
- Earnings per Share SEK 1.94 (1.93)
- Cash by end of period SEK 377.3 M (396.0)

Numbers in gray = Q3 2009

Q3 Highlights

- Active customers increased by 16% to 255 700
(220 900)
- Late stage discussions in our B2B pipeline
- Due to legal requirements, Betsson is forced to shut down the Betsson shop at Götgatan in Stockholm

Numbers in gray = Q3 2009

Interim report

- Revenues increased by 22% to SEK 1 118.9 M (916.8)
- Operating income increased to SEK 252.9 M (223.4), an increase of 13%
- Operating margin 22.6% (24.4)
- Earnings per Share SEK 6.13 (5.44)

Numbers in gray = Interim report 2009



Sportsbook

- Strategically important product
- Launched in 2006, it contributes to 30% of Gross Profit with continued growth
- One of the broadest product offerings on the market
- Growing faster than industry average
 - 91% growth in Turnover, 278% in live betting
 - Strong growth on all key markets

Close X

Örebro SK Brommapojkarn...

2nd half - 60 minutes

58 A. Ajdarevic 35 P. Segerström

1 - 1 7 Runnemo

58 Goal A. Ajdarevic

BETSSON LIVE Casino Mini Games Stake 1 5 10 25 50 75 100 Other GBP

Match Winner	Draw no bet
Double chance	To score the 3rd goal
Number of goals (3.5)	Number of goals (4.5)
Number of goals (2.5)	Total goals
Odd/Even number of goals	

The score displayed and further information (e.g. time, scorer) is for reference only. Betsson does not guarantee the accuracy of this information.

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Sportsbook Betting - Place your Bet Before or During the Game - Sports Book and enjoy the thrill of sports betting

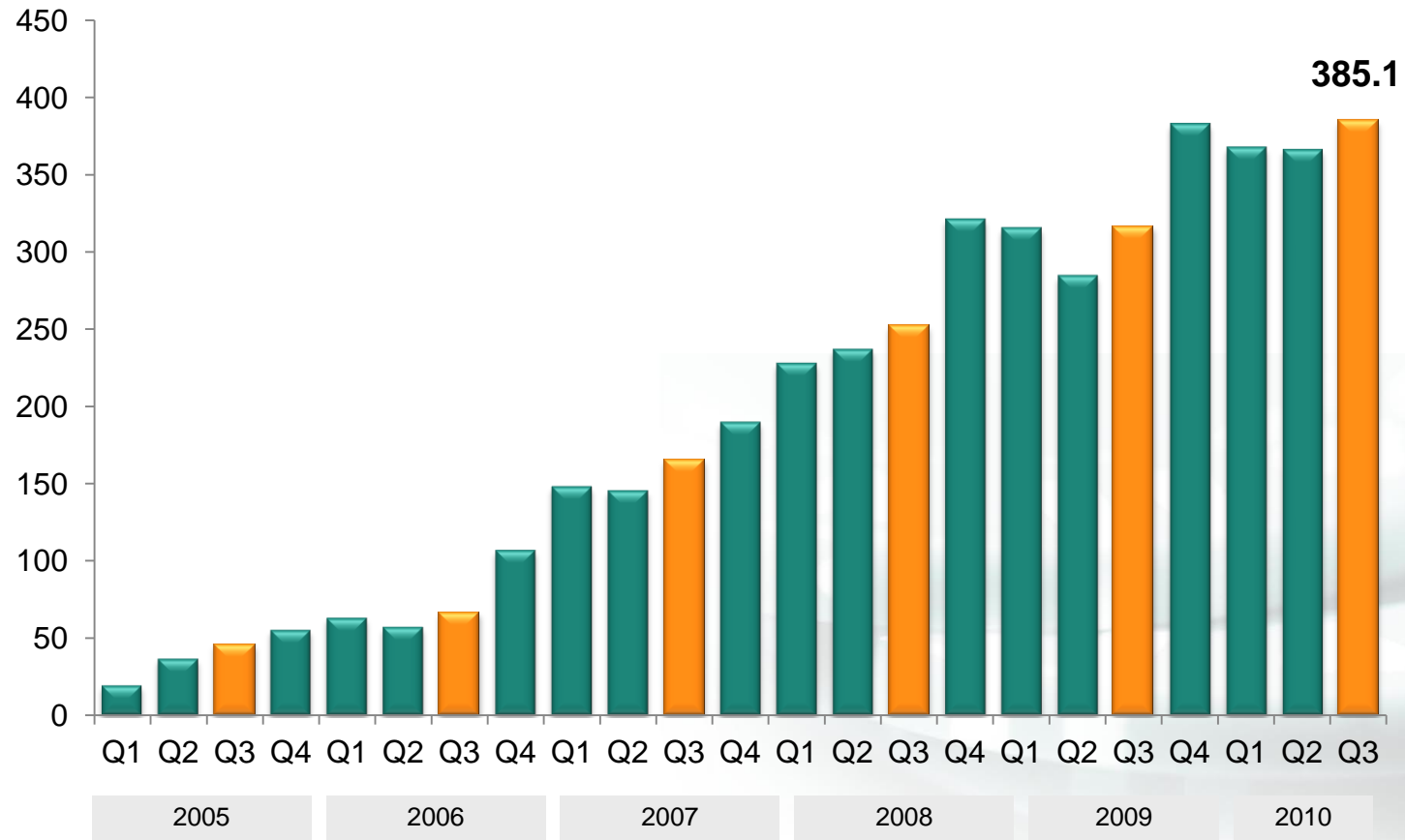
Whatever the season, whatever your sport Betsson Sportsbook has it covered. Betsson Sportsbook is the online sports betting portal for sports fans everywhere offering over 4000 worldwide sporting fixtures with great odds.

Football betting

Betsson Sportsbook offers the most complete range of betting options. For example football betting where you can win a lot of money. If you're watching the football match you can choose from a list of options: from winner to first yellow card, first sent off and much more. Check the fixture and take your pick.

Revenues

M SEK

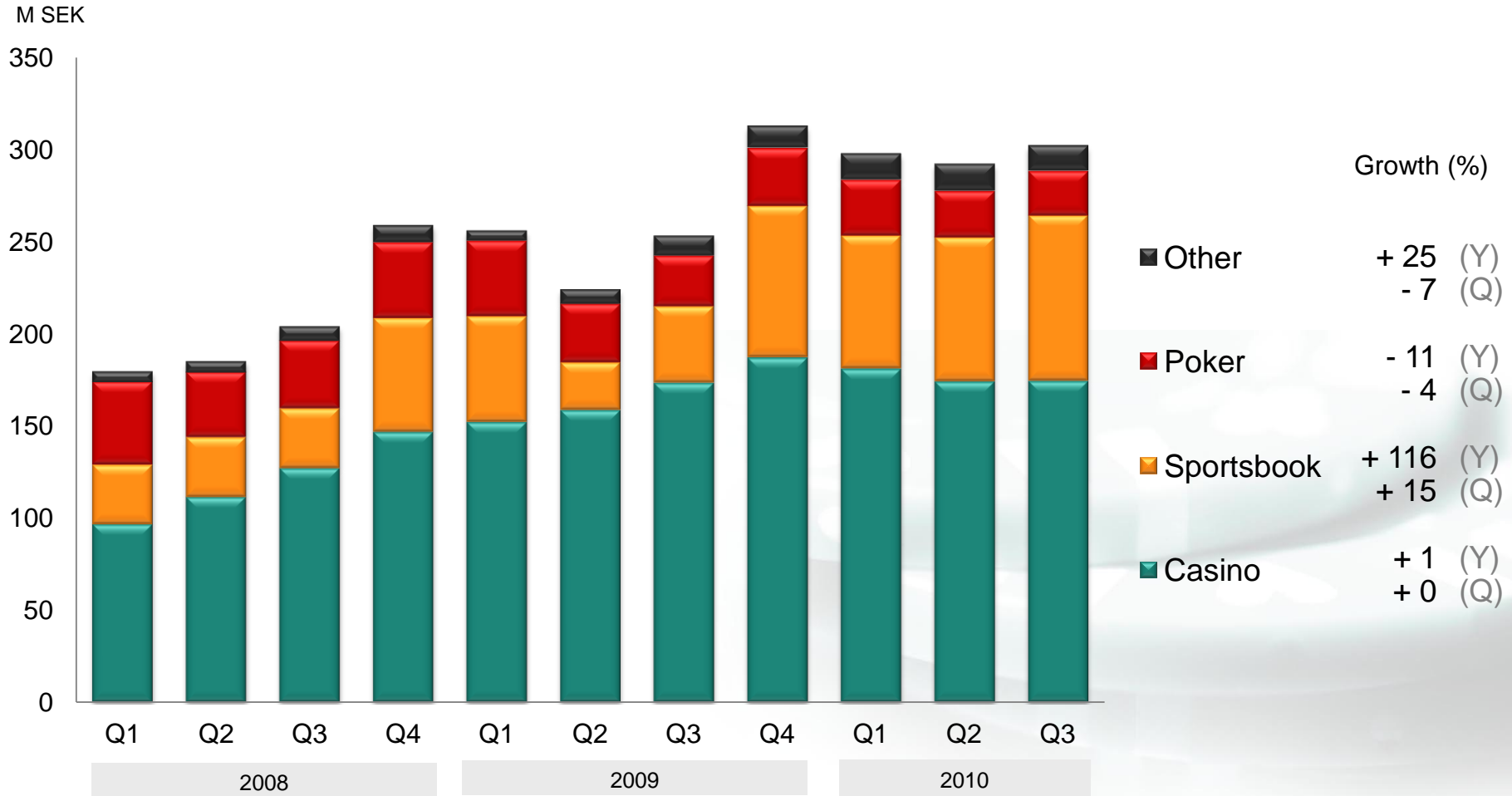




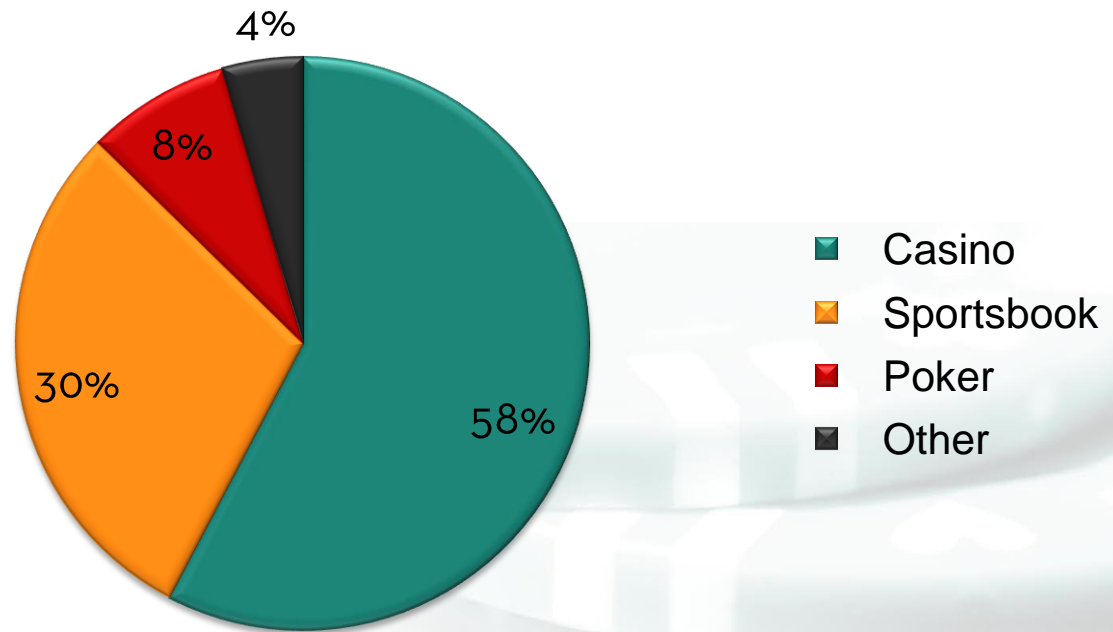
Betsson

Product and
geographical
split

Gross Profit per Product

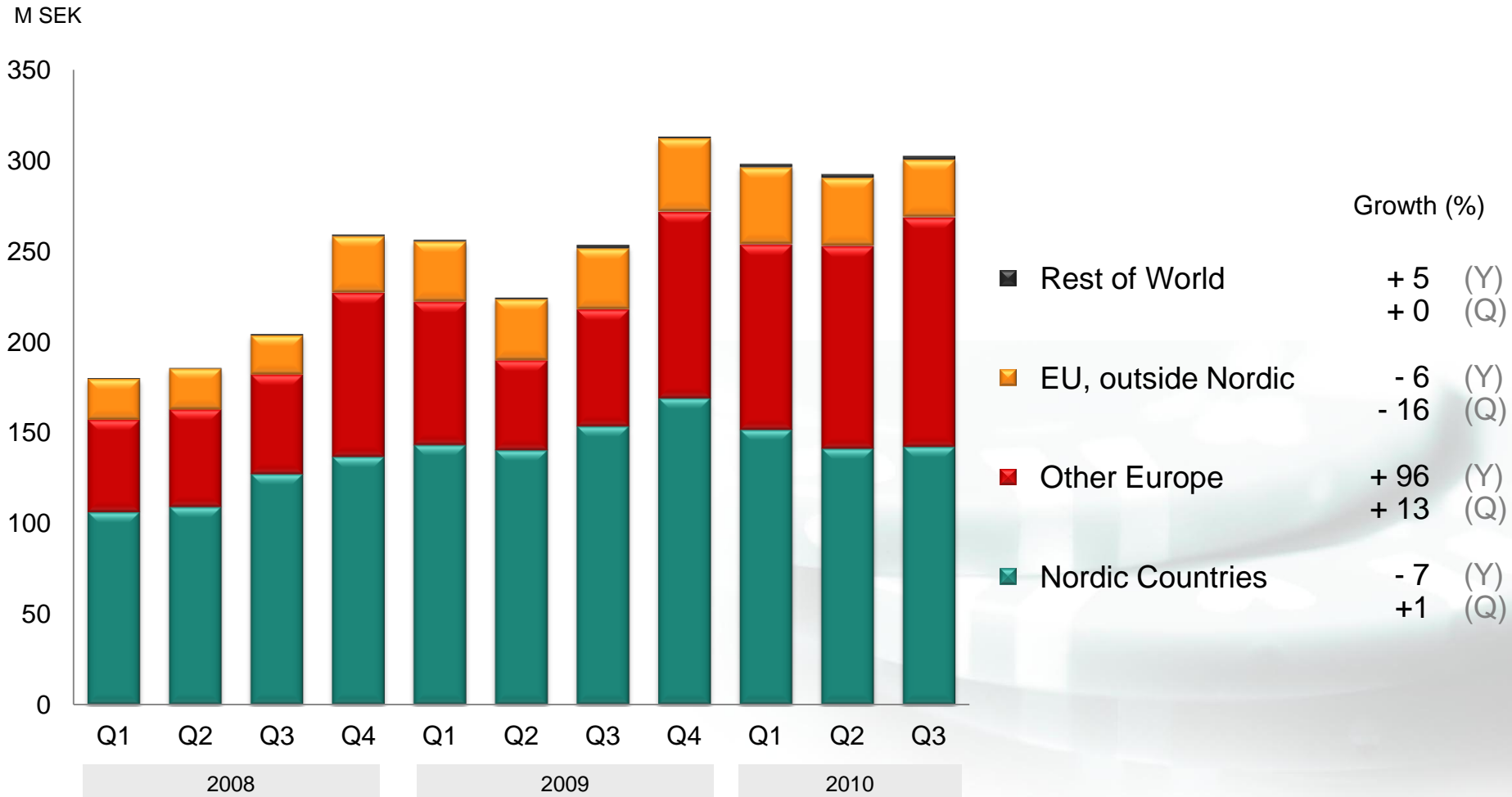


Gross Profit per Product

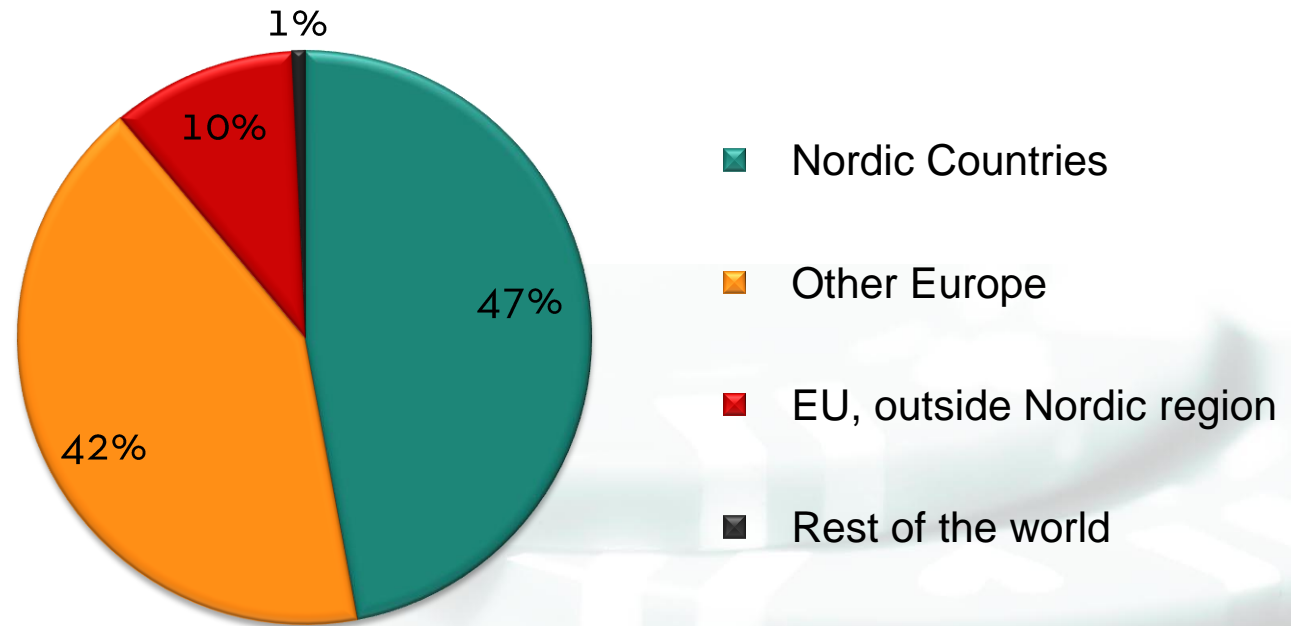


Q3 2010

Gross Profit per Geographical Area



Gross Profit per Geographical Area



Q3 2010



Key Performance Indicators

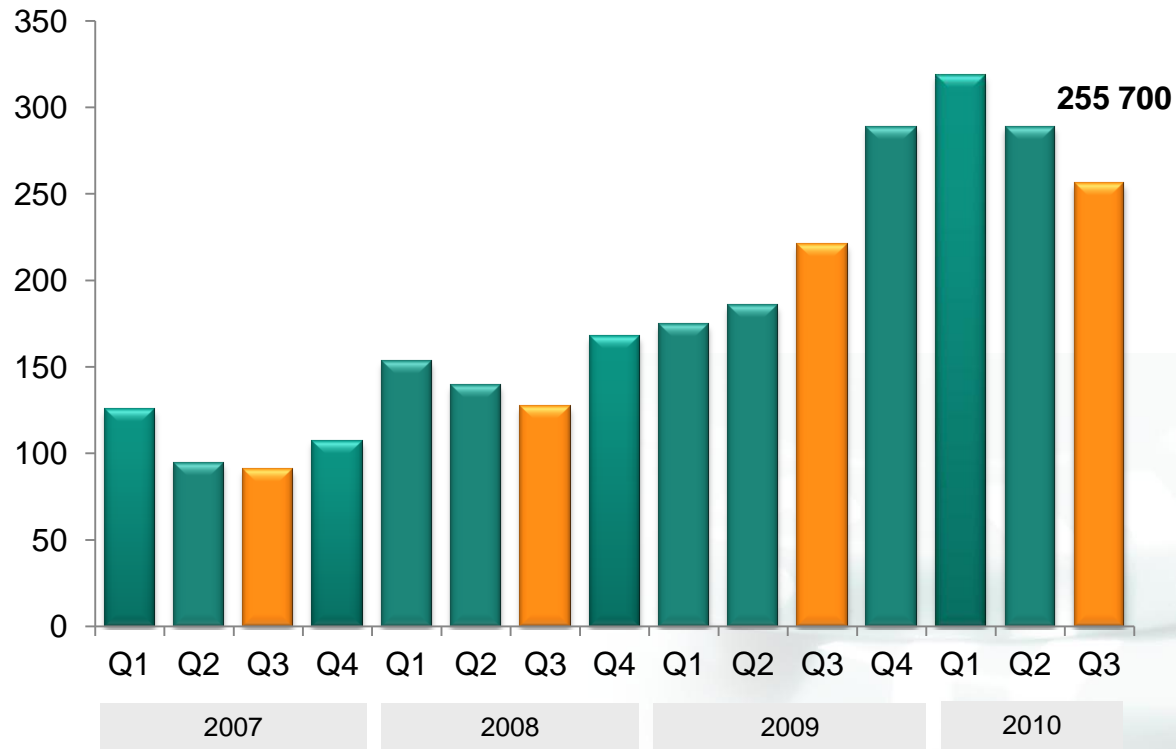
SB Margins
Deposits

Growth Indicators

	Growth Q3 2010	
	Y/Y	Q/Q
Active Customers	16%	-11%
Registered Customers	48%	4%
Revenues	22%	5%
Customer Deposits	11%	0%
Gross Turnover SB	91%	-1%

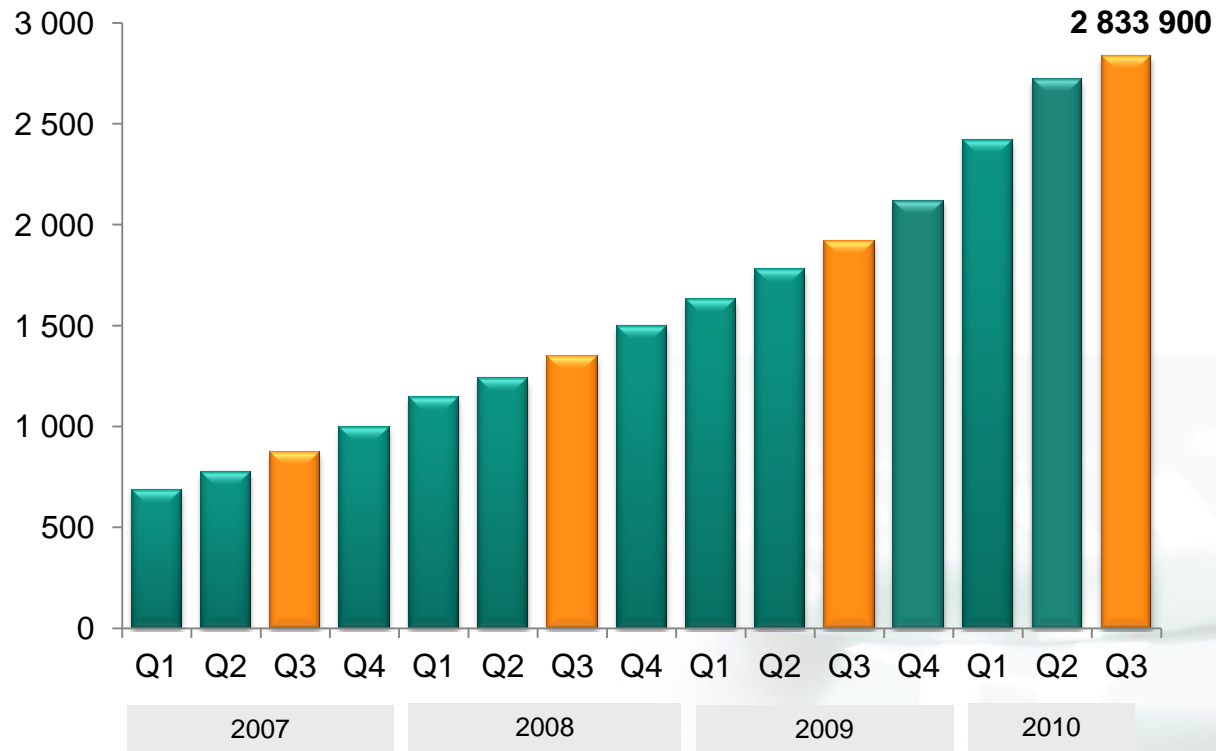
- The measure active customers shall be seen in a longer perspective

Active Customers



- +16% compared to Q3 2009
- - 11% compared to Q2 2010

Registered customers



- + 48% compared to Q3 2009
- + 4% compared to Q2 2010

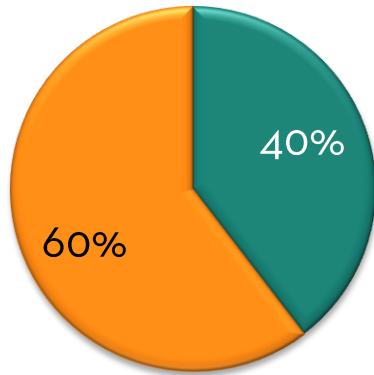
Sportsbook Margins

	2010 Q3	2009 Q3	2010 Q2	2009 FY	2008 FY
Gross Turnover SB	1215.7	634.9	1233.1	2571.5	1567.1
Gross Margin SB¹	7.4%	6.5%	6.3%	8.0%	10.1%
Gross Profit	89.5	41.4	78.0	206.6	159.0

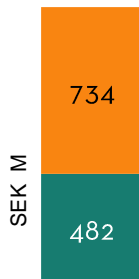
1) Margin after direct and allocated costs

Live Betting Increases – Fueling Betting Turnover

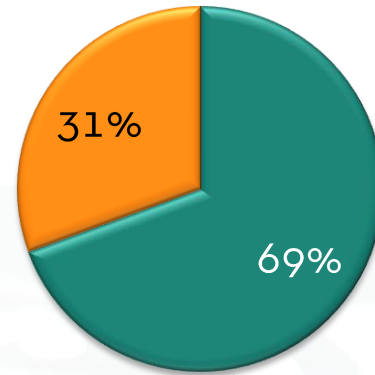
Q3 2010



SEK 1 216 M



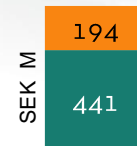
Q3 2009



■ Pre-match betting

■ Live betting

SEK 635 M



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



Finland's gambling reforms, which came into effect on October 1 2010, it seeks to clampdown on gambling operators, which are licensed elsewhere than in Finland, by tightening the law on gambling adverts and make it a criminal offence to run the advertising of foreign gaming companies



Payment ban was implemented June 1, 2010. At the moment, no further actions to be undertaken



Denmark plans a new legislation to be implemented with no limitations in number of licensees. Allowed product offering does not include Bingo or Lottery tickets. Still some uncertainties regarding timing for the implementation and the suggested black period



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



ECJ has said in several Opinions issued 8/9-10 that Germany's monopoly on the organisation of sports betting cannot be considered to be justifiable. Betsson concludes that these rulings will significantly weaken the existing ban in Germany. Betsson also assumes this to be an important guideline for other court cases in which local monopolies are in breach of applicable EU law



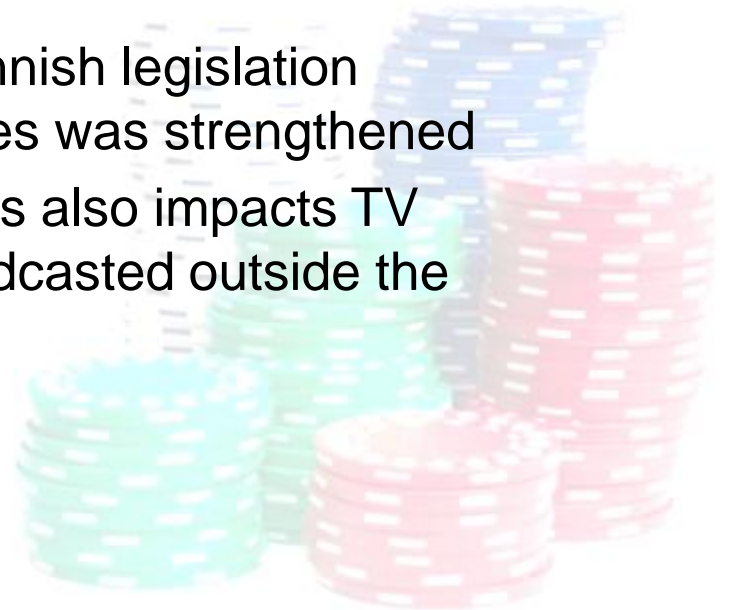


Betsson

Events after Q3

Events after the third quarter

- October has started strong with all time high in revenues and deposits
- On the first of October 2010 the Finnish legislation regarding marketing of online games was strengthened
 - Betsson is now evaluating if this also impacts TV and internet commercials broadcasted outside the Finish territory



Q&A



What's your thrill?