



Presentation Full Year 2010

Pontus Lindwall
CEO

Betsson

- Introduction
- Financial Presentation
- Product and Geographical Split
- Key Performance Indicators
 - Sportsbook margin
 - Customer deposits
- Legal
- B2B
- Events after Q4
- Q&A





Betsson

Introduction



Betsson

- 45 years of accumulated competence
- 282 employees
- Listed on Nasdaq OMX Nordic, Mid Cap (BETS)
- Market Cap of approximately € 500 000 000
- Betsson competes with national monopolies but also with peers, such as Unibet, Ladbrokes, Expekt, Bwin and similar



Chase your thrills at Betsson!


Sportsbook, Casino, Poker and more.

€24 SÜLEYMAN B. just won £9 in Safari bingo.

> OPEN ACCOUNT

Sportsbook
Great Sports Action! Pre-match & Live!


> SPORTSBOOK
Turkey - South Korea Wed : 

> POKER
9099 players online. 

> CASINO
Total jackpot: £7 756 898 

Live Betting
Enjoy the excitement of our new and improved live betting!

BET LIVE!

Raise your poker pulse
The new way to experience poker

READ MORE

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> FAQ
Helpdesk: +356 22 60 3000

> Responsible gaming
> About Betsson



Betsson - sports betting, online poker, casino and more
Betsson offers a wide range of first-class online gambling products and games in a safe and user-friendly gaming environment.

Sportsbook - sports betting
The Betsson Sportsbook presents over 4000 sports betting channels with very attractive odds. For your in-play betting needs Betsson offers a fantastic live betting product with a huge array of in-play betting opportunities with markets like next team to score, total goals, correct score and sending off.

DEALING



FPS: 22
BER: 1

UNDO

50 250 500 1k 2k 5k

REPEAT

BALANCE (kr)
0

TOTAL BET
0

GAME NUMBER
15:36:43

LIVE GAMES MENU

Navigation icons: back, settings, chat, help, timer, and other controls.



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



LIVE CHAT

CONTACT

Phone
0 800 032 3429

E-mail
support-en@casinoeuro.com

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Register & play for real

Play FREE games

LIVE CASINO

JACKPOTS €11,169,012

100% Safe and Secure Casino

At CasinoEuro you get the best in online casino:

- Over 100 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



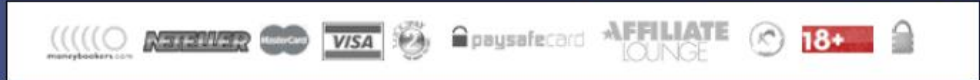
Big winners [Read more](#)

CASINOEURO JACKPOT OVER

€4.5 MILLION

MEGA FORTUNE

PLAY NOW



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At our online casino you can play all the classic casino games, such as Jacks or Better, French Roulette or Blackjack.

You will also find classic slot machines like Super Nudge 6000, Jackpot 6000 or Mega Joker.

You can also try your luck on our video slot machines with huge jackpots, such as Mega Fortune or Arabian Nights.

CasinoEuro is one of the oldest and most trusted online casino sites with players enjoying non-download exciting table games and slot machines since 2000. With more than 500.000 players CasinoEuro is one of Europe's biggest online casinos.

The operator of this website www.casinoeuro.com is Betsson Malta Ltd, Maltese company registration number C-34836, having its registered address at G.B. Building, Water Street, Ta'Xbiex, XBX 1301, Malta. This website is operated by Betsson Malta Ltd under the following licence issued by the Malta's Lotteries and Gaming Authority of Malta: LGA/CL1/183/2004 (issued on 30th March 2006), LGA/CL3/183/2004 (issued on 17th March 2009).

Hem

Idrottslag och föreningar

Registrera dig

Betalningsmetoder

Kasino

Poker

Kampanjer

Vinnare

Bjud in en vän

Om oss

Kundtjänst

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Telefon

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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

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

KLIKKAA 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

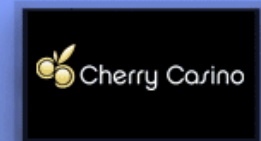
Deuces Wild		
+	Toni S	10 000 €
Golden Shamrock		
+	Juha S	6 015 €
Black Jack		
+	675 7	4 800 €

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- 2 Promote our brands!
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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	23%	23.7%

- 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
Q4 2010

Q4 Highlights

- Revenues increased by 26% to SEK 484.3 M (382.9)
- Operating income increased by 37% to SEK 127.7 M (93.5)
- Operating margin 26.4% (24.4)
- Customer deposits increased by 21%

Numbers in gray = Q4 2009

Q4 Highlights

- Operating income was negatively impacted by a net cost of SEK 2.8 (3.0) million referring to the currency translation of balance sheet items
- The net effect from capitalizations and amortizations of capitalized development costs amounted to a cost of SEK 1.5 (revenue 6.1) million

Numbers in gray = Q4 2009

Q4 Highlights

- Gross Turnover in Sportsbook amounted to 1 894.1 M (755.3), an increase of 151%
- Gross Turnover in Live betting amounted to SEK 1 144.0 M (231.9), an increase of 393%
- Earnings per Share SEK 3.19 (2.29)
- Cash by end of period SEK 497.1 M (529.1)

Numbers in gray = Q4 2009

Q4 Highlights

- The quarter's customer deposits were in excess of one billion SEK, the Group's highest level of deposits to date for an individual quarter
- Active customers increased by 4% to 300 500 (288 742)

Numbers in gray = Q4 2009

Full year report

- Revenues increased by 23% to SEK 1 603.2 M
(1 299.7)
- Operating income increased to SEK 380.6 M
(316.9)
- Operating margin 23.7% *(24.4)*
- Earnings per Share SEK 9.32 *(7.73)*

Numbers in gray = Full year report 2009

Betsson – Shareholder value

- According to dividend policy, 75 percent of profits shall be distributed to shareholders
- This is equivalent to a transfer to shareholders amounting to 7.00(5.75) kronor per share
- Automatic redemption process (more favourable than dividends)
- The strong performance has given the best shareholder increase since beginning of 2006 in comparison to competitors



Sportsbook

- Strategically important product
- Launched in 2006, it contributes to 33% of Gross Profit with continued growth
- One of the broadest product offerings on the market
- New live client launched
- Growing faster than industry average
 - 151% growth in Turnover, 393% in live betting
 - Strong growth on all key markets

Live right now

Football
Newcastle Jets FC - North Queensland Fury
1 - 0 1st half 34 min

Tennis
Robin Haase - Pablo Cuevas
0 - 0 1st Set

Starting soon

Football
İstanbul Büyükşehir - Karsiyaka
Tuesday 11:30

Konya Sekerspor - Trabzonspor
Tuesday 12:00

Tanzania - Uganda
Tuesday 12:45

Konyaspor - Willem Tiburg
Tuesday 13:00

MFK Košice - Fotbal Trinec
Tuesday 13:00

MKE Ankaragucu - AZ Alkmaar
Tuesday 13:00

VfL Wolfsburg - VfB Oldenburg
Tuesday 13:00

North Korea - United Arab Emirates
Tuesday 13:15

Baník Sokolov - Karlovy Vary
Tuesday 14:00

Sudan - DR Congo
Tuesday 14:45

+ [12]

Ice hockey
Metallurg Magnitogorsk - Yugra Khanty-Mansiy
Tuesday 14:00

Salavat Yulaev Ufa - Avangard Omsk
Tuesday 14:00

Djurgårdens IF - AIK
Tuesday 18:00

HV 71 - Luleå HF
Tuesday 18:00

Basketball
ET Land Elephants - KT G Kites
Tuesday 10:00

Volleyball
Sangmu - Kal Jumbos
Tuesday 10:00

Zarechie Odintsovo - MKS Muszynianka Fakro
Tuesday 16:00

Event overview | Calendar | Combi view

AUSTRALIA HYUNDAI A-LEAGUE

Newcastle Jets FC
North Queensland Fury

1st half - 34:55

GOAL: Newcastle Jets FC, 1 - 0

1 0
0 0

Match Winner

Newcastle Jets FC	1.19	Draw	5.60	North Queensland Fury	16.00
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Double chance

1X	1.03	12	1.12	X2	4.30
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Number of goals

Over 1.5	1.14	Under 1.5	5.00
Over 2.5	1.76	Under 2.5	1.96
Over 3.5	3.40	Under 3.5	1.28
Over 4.5	6.75	Under 4.5	1.08

Half time

Newcastle Jets FC	1.05	Draw	8.50	North Queensland Fury	46.00
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Total goals

0 or 1	5.00	2 or 3	1.65	4+	3.35
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Odd or Even

Odd/Even number of goals	Odd	1.80	Even	1.92
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Special markets

Half with most goals	First half	2.65	The tie	2.95	Second half	2.60
Both teams to score	Yes	2.05	No	1.70		
Home team clean sheet	Yes	1.70	No	2.05		

Number of goals first half

Over 1.5	3.10	Under 1.5	1.32
Over 2.5	11.00	Under 2.5	1.01

Team to score

To score the 2nd goal	Newcastle Jets FC	1.72	North Queensland Fury	3.15	No Goal	5.00
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Bet slip

Mini games
Select game

€1 Min
€40 Max

BLACK JACK PAYS 3 TO 2
Dealer stands on 17 and must draw to 16

CLICK TO PLACE BET

betsson

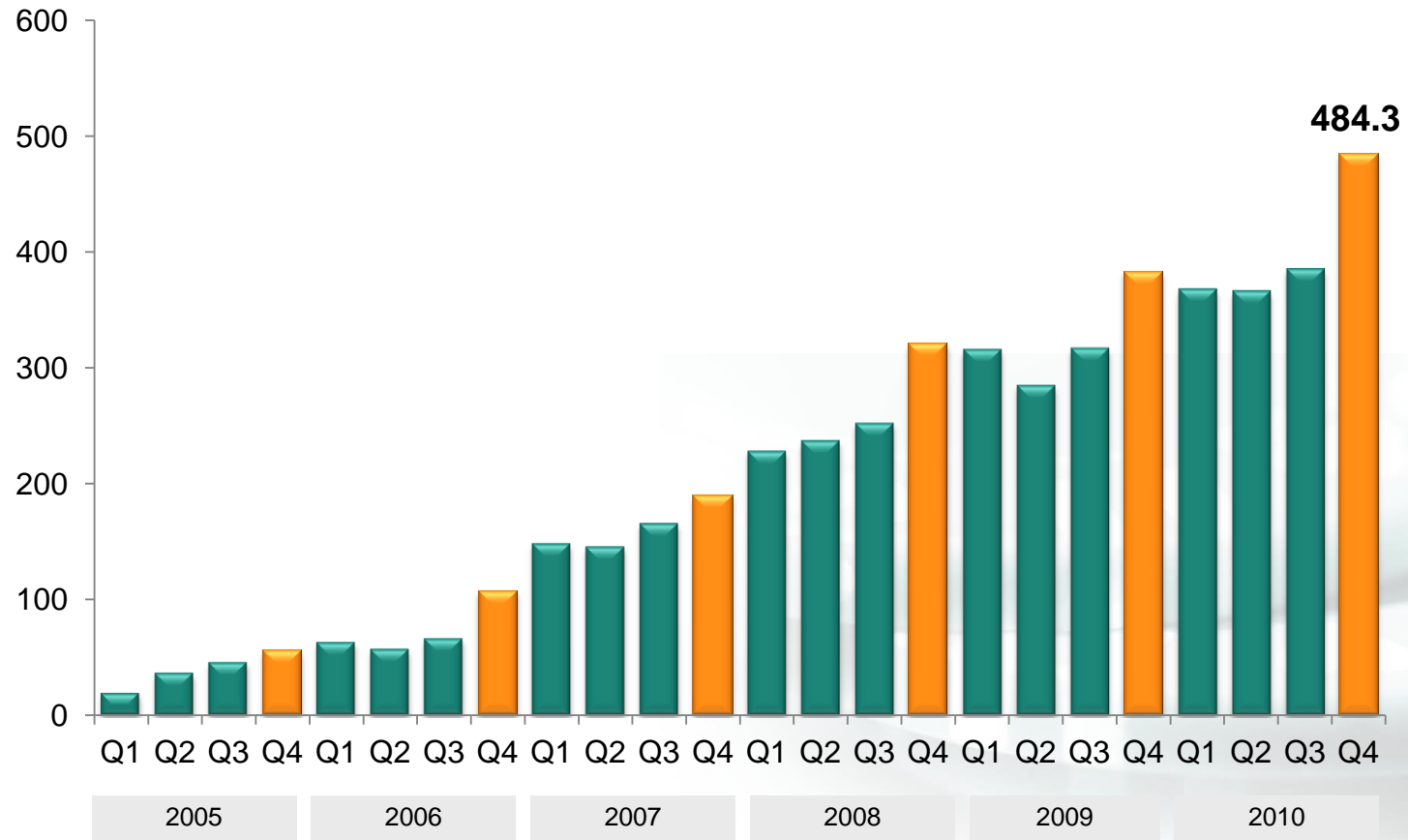
Bet: €0.00

You are now playing for fun.
PLAY FOR REAL

- The possibility to place combis on live events
- Game actions which will make it easier for a customer to follow the match without watching it

Revenues

M SEK

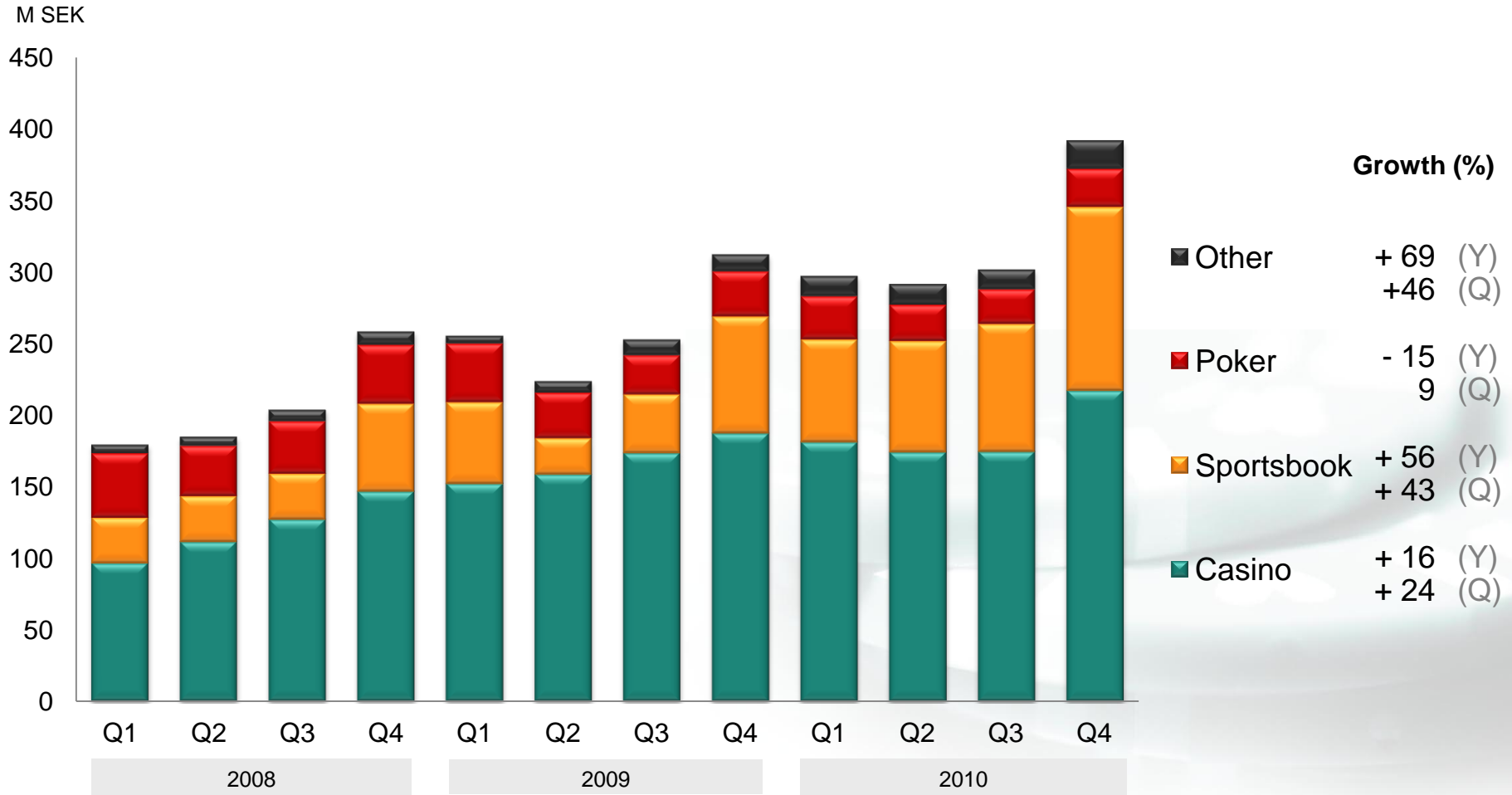




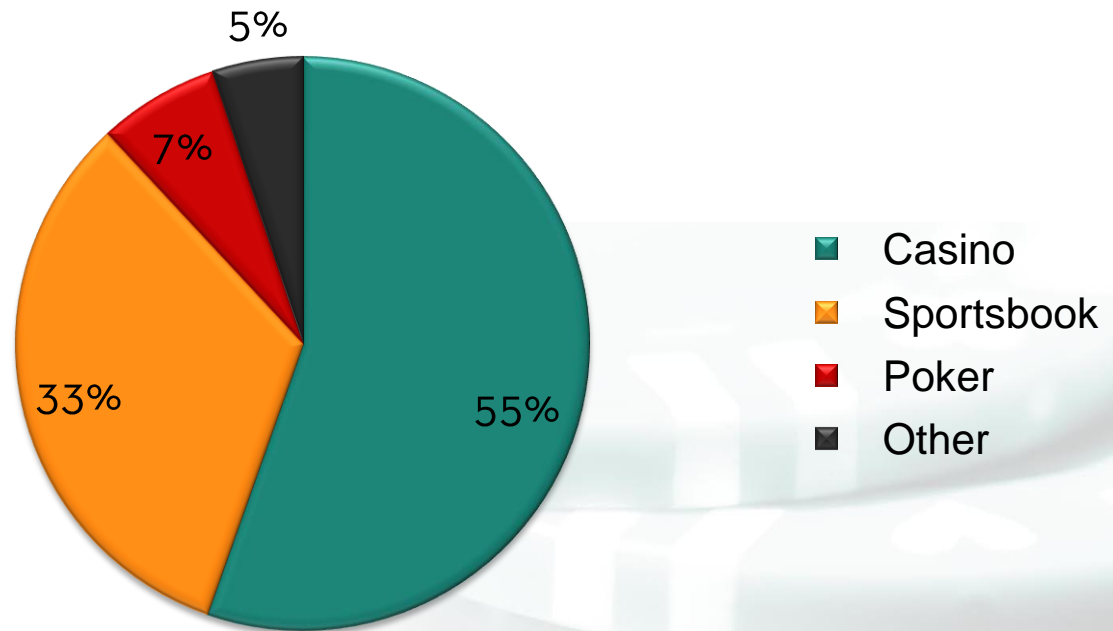
Betsson

Product and
geographical
split

Gross Profit per Product

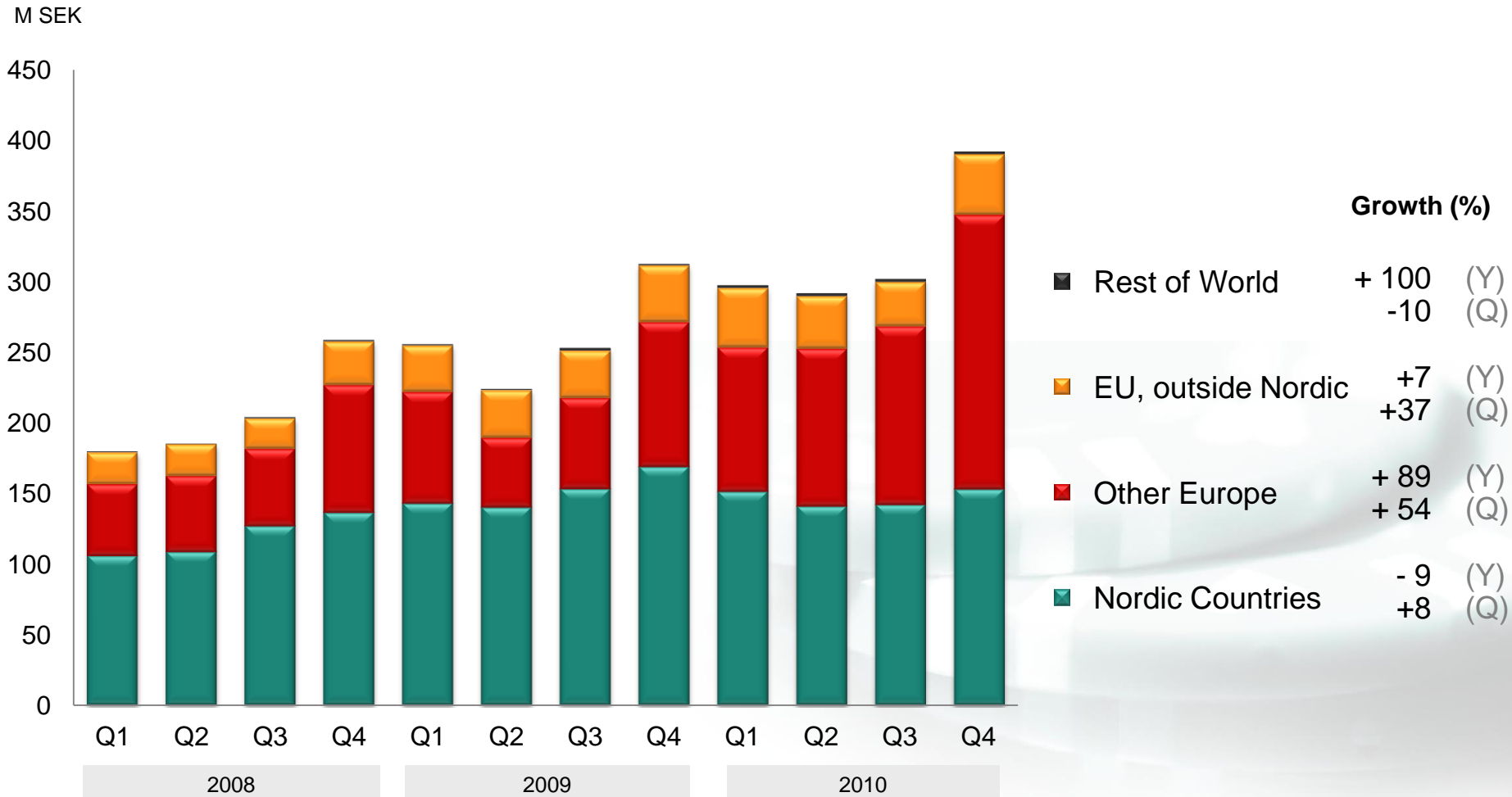


Gross Profit per Product

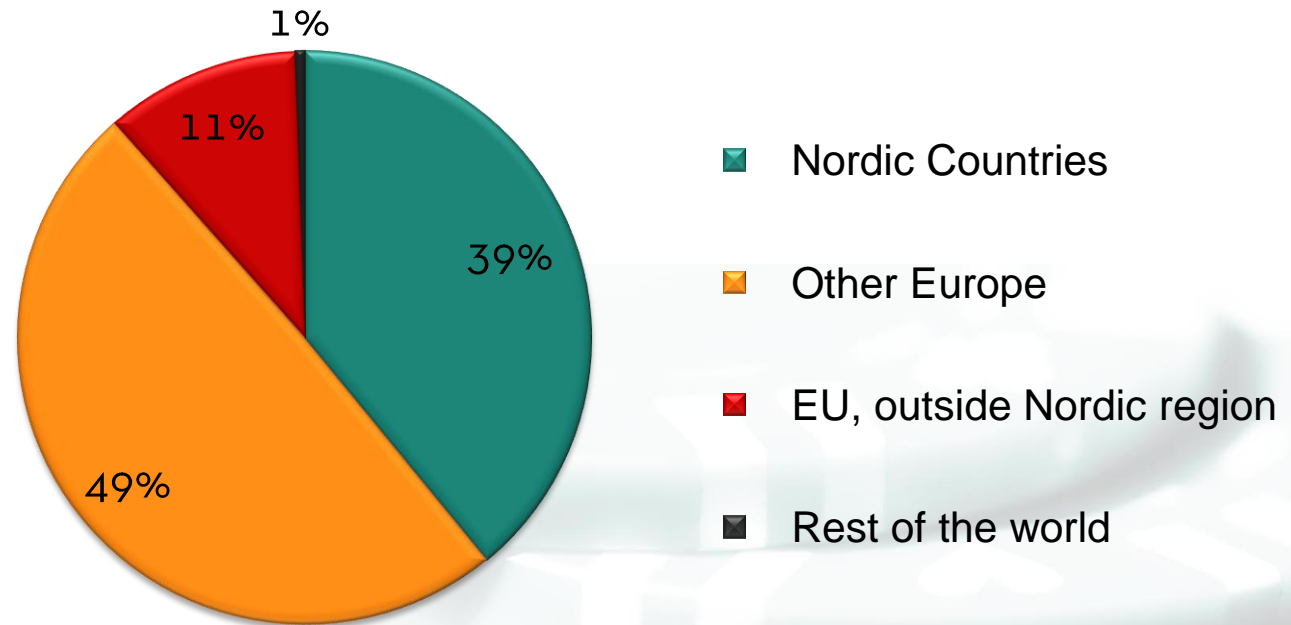


Q4 2010

Gross Profit per Geographical Area



Gross Profit per Geographical Area



Q4 2010



Key Performance Indicators

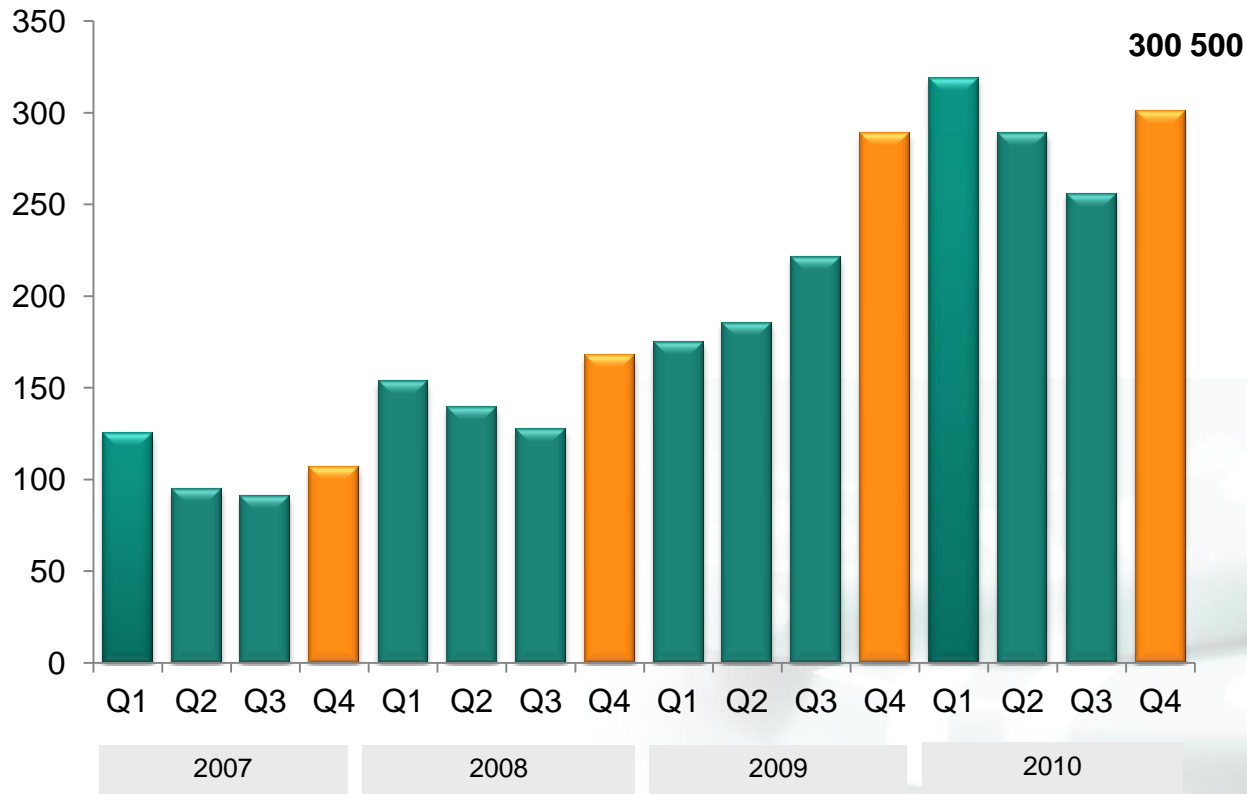
SB Margins
Deposits

Growth Indicators

	Growth Q4 2010	
	Y/Y	Q/Q
Active Customers	4%	18%
Registered Customers	49%	11%
Revenues	26%	26%
Customer Deposits	21%	21%
Gross Turnover SB	151%	56%

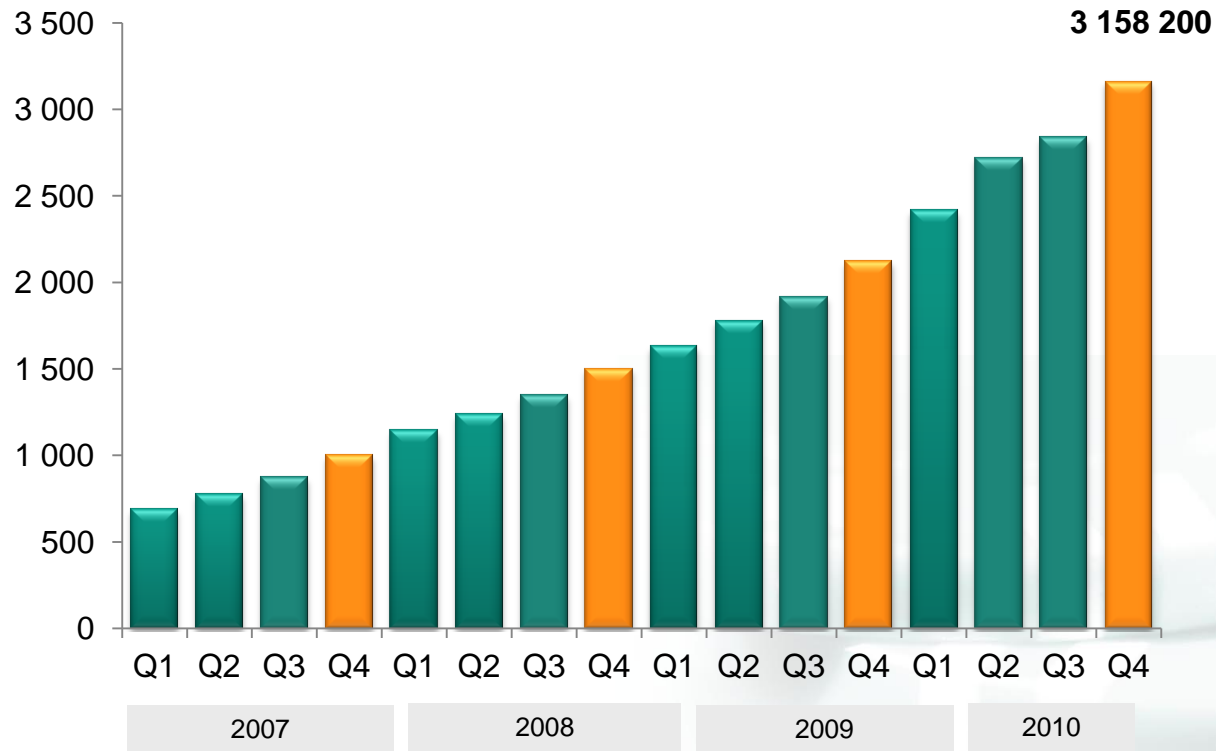
- The measure “Active Customers” shall be seen in a longer perspective

Active Customers



- +4% compared to Q4 2009
- +18% compared to Q3 2010

Registered customers



- + 49% compared to Q4 2009
- + 11% compared to Q3 2010

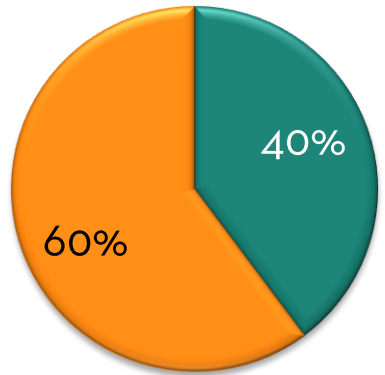
Sportsbook Margins

	2010 Q4	2009 Q4	2010 Q3	2010 FY	2009 FY
Gross Turnover SB	1894.1	755.3	1215.7	5355.7	2571.5
Gross Margin SB¹	6.8%	10.9%	7.4%	6.9%	8.0%
Gross Profit	128.2	82.0	89.5	367.7	206.6

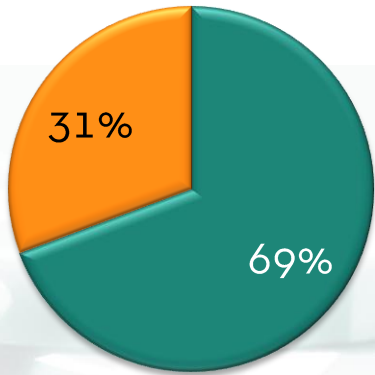
1) Margin after direct and allocated costs

Live Betting Increases – Fueling Betting Turnover

Q4 2010



Q4 2009



- Pre-match betting
- Live betting

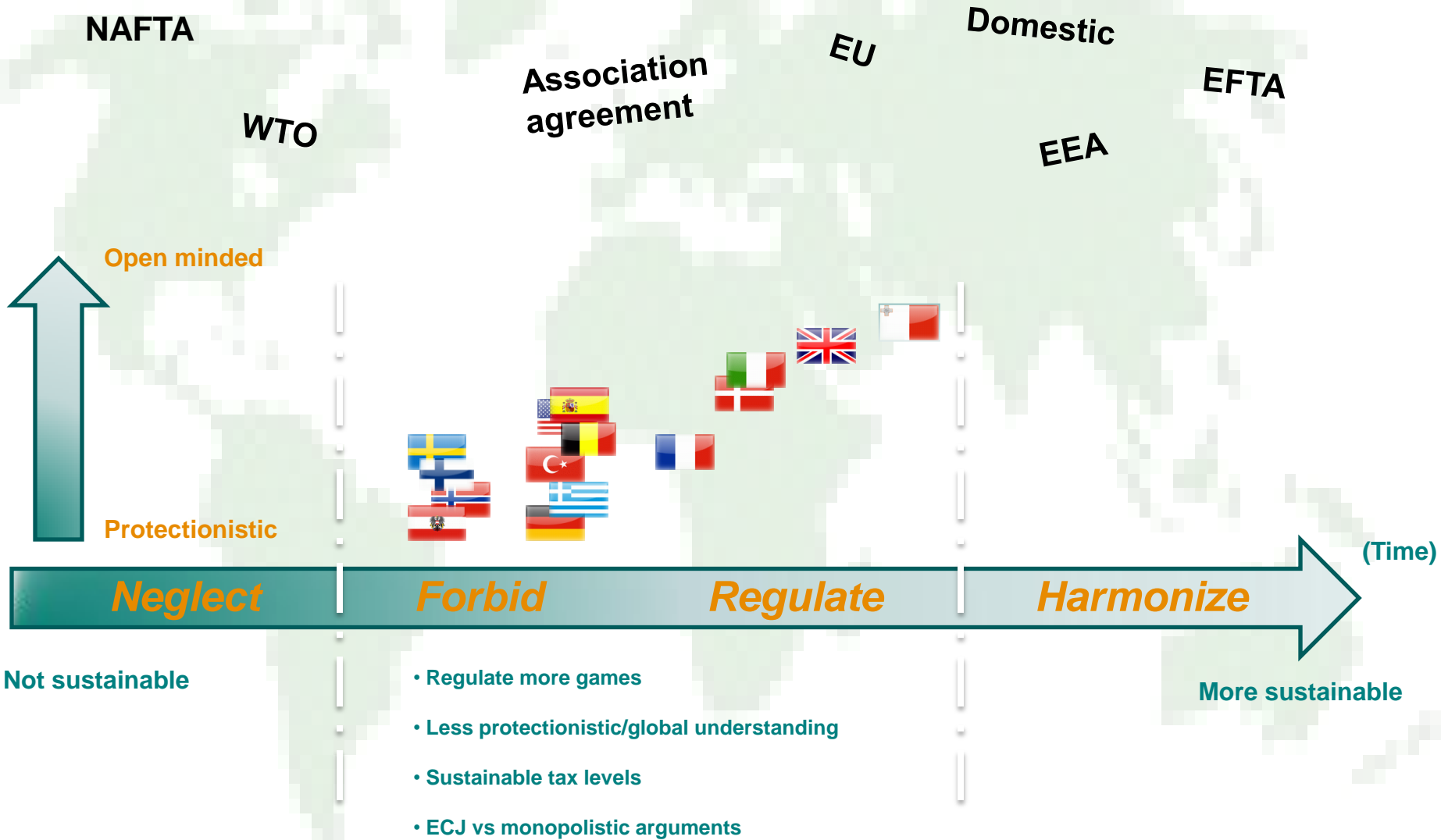
Share of Gross Turnover in Sportsbook



Betsson

Legal

Legal



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. The Norwegian gaming monopoly has been granted permission by the government to expand its online gaming offering to the Norwegian market. The change is likely to make the Norwegian gaming regime even more inconsistent, opening up for legal challenges as previously seen in other EU/EEA countries



Denmark postpones the start of its licensing regime. The Danish government has announced that it will delay the planned implementation of its new online gaming licensing regime until Q2/Q3 2011. The reason is an on-going complaint with the EU Commission regarding illegal state aid that needs to be processed by the Commission before the law can be implemented

Legal



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



News flow from the Italian gaming authority (AAMS) last week suggests that the main operators will be able to offer online casino and poker cash games



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. On a political level the ECJ decisions seems to have had a tangible effect as the Bundesländer now is realising that consistent gaming regulation in all sectors is necessary for any individual gaming prohibition not to be in breach of the EU law principles



Betsson

B2B



Betsson's B2B-Strategy – For Distant Markets

- Betsson focused its efforts establishing Betsson Business Solutions
- Betsson wants to, outside the Nordic market, establish the Company through B2B collaboration with local companies
- **In Q1, Betsson will launch a new platform which allows White-Labeling of Betsson's entire product portfolio**
- With this new platform Betsson can deliver a complete gaming portal **including a world-class Sportsbook** to numerous potential clients

Strong pipeline for further development

- In line with the B2B strategy, Betsson has;
 - signed a new partner agreement in **Turkey**
 - established operations **in India** and secured B2B contracts with Asian operator
 - has signed an agreement aimed at entering into a Joint Venture Joint Venture with G.Matica in **Italy**
 - established a business relationship with a state owned company in **China**
- During the year Betsson has reduced its dependence of subcontractors by establish parts of tech development to **Ukraine** and **Philippines**

Betsson
BUSINESS SOLUTIONS

B2B expansion – Turkey

- Betsson Business Solutions has signed an agreement with Realm Entertainment of providing a complete gaming portal and the technical operation of it
- The gaming portal includes Sportsbook, Poker, Casino etc, and is translated into Greek, English, Dutch, Turkish, German and Spanish
- Improved possibilities for a positive development on the basis of a new gaming solution with an external party with licence on Malta having specialist knowledge of a number of markets

STOCKHOLM 22 DECEMBER 2010
PRESS RELEASE BETSSON AB (PUBL)



Press Release Betsson AB (Publ)

Betsson strikes B2B-deal and sells its Turkish client base

Betsson Business Solutions has, today, signed an agreement with Realm Entertainment of providing a complete gaming portal and the technical operation of it. Behind Realm stands a former partner of Betsson who has an extensive knowledge and experience of the industry. The agreement is for five years with an option for extension. The gaming portal includes Sportsbook, Poker, Casino etc, and is translated into Greek, English, Dutch, Turkish, German and Spanish.

At the same time, Betsson ceases to operate towards the Turkish market by selling its Turkish client base for MEUR 1.9 to the same party, Realm. Betsson believes that the sold client base will have improved possibilities for a positive development on the basis of a new gaming solution with an external party with licence on Malta having specialist knowledge of a number of markets.

Through this transaction, Betsson strengthens its position within B2B. The portal is based on Betsson's new platform which allows White-Labeling of Betsson's entire product range. Approval from the authorities and operational start up is expected during the first quarter of 2011.

"Betsson shows, once again, that we are leading in our field in terms of technology. With this new platform we can deliver a complete gaming portal including a Sportsbook of world-class quality to many potential clients, which is a part of our B2B-strategy," states Betsson's CEO and President, Pontus Lindwall.

For further information, contact:

Pontus Lindwall, CEO and President, telephone +46 (0)8 506 403 10 or +46 (0)708 27 51 55, pontus@betsson.com

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTER COMPANIES WITHIN THE GAMING BUSINESS. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES TOWARDS END CUSTOMERS, VIA PARTNERS OR THE WEBSITES WWW.BETSSON.COM, WWW.CASINOEURO.COM AND WWW.CHERRYCASINO.COM. BETSSON MALTA OFFERS POKER, CASINO, BETTING EXCHANGE, SPORTS BETTING, LOTTERY, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

POST- OCH BESOKSADRESS	TELEFON FAX	STYRELSENS SÄTE	E-MAIL HEMSIDA	ORG. NR. MOMS.REG.NR.
BETSSON AB (PUBL) REGERINGSKÄTTAN 28 111 53 STOCKHOLM, SVERIGE	+46 (0)8 506 403 00 +46 (0)8 735 57 44	STOCKHOLM	INFO@BETSSONAB.COM WWW.BETSSONAB.COM	556090-4201 SE556090420101

B2B expansion – Italy

- Betsson has signed an agreement aimed at entering into a Joint Venture together with G.Matica Srl in Italy
- G.Matica holds an online gaming license on the Italian market and operates online today through its site Gbet.it
- Italy is the largest online gaming market in Europe, with an estimated turnover of Euro 4.8bn last year and a growth rate of 28%
- The gaming authority, AAMS, published a new decree last Thursday, which allows existing licensees to offer Casino and Cash Poker Games, making the market even more attractive
- Betsson estimates that the Joint Venture will start generating revenues for Betsson in the second quarter of 2011

STOCKHOLM FEBRUARY 7TH 2011
PRESS RELEASE BETSSON AB (PUBL)



Press Release Betsson AB (Publ)

Betsson enters Italy through Joint Venture

Betsson has signed an agreement aimed at entering into a Joint Venture together with G.Matica Srl in Italy. G.Matica is the gaming division of Alma Viva, one of the largest IT companies in Italy, with over 20 000 employees. G.Matica holds an online gaming license on the Italian market and operates online today through its site Gbet.it. The Joint Venture shall further develop the online business within the Italian market.

Italy is the largest online gaming market in Europe, with an estimated turnover of Euro 4.8bn last year and a growth rate of 28%. The gaming authority, AAMS, published a new decree last Thursday, which allows existing licensees to offer Casino and Cash Poker Games, making the market even more attractive.

"With this Italian B2B-deal, Betsson is taking an important step in the new regulated European environment!" says Pontus Lindwall, CEO of Betsson AB. "Betsson views the Italian market as a good jurisdiction to operate within from a local licensing perspective. Our partner has a solid background in IT and gaming, as well as local knowledge of the Italian market, and Betsson contributes with valuable gaming know how and operations, which together will be a great foundation for success on the market".

Betsson estimates that the Joint Venture will start generating revenues for Betsson in the second quarter of 2011.

For further information, contact:

Pontus Lindwall, CEO and President, telephone +46 (0)8 506 403 10 or +46 (0)708 27 51 55, pontus@betsson.com

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTER IN COMPANIES WHICH OFFERS GAMING ON INTERNET BY THEM SELVES OR THROUGH PARTNERSHIPS. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES TOWARDS END CUSTOMERS VIA PARTNERS OR THE WEBSITES WWW.BETSSON.COM, WWW.CASINOEURO.COM AND WWW.CHERRYCASINO.COM. BETSSON MALTA OFFERS POKER, CASINO, SPORTS BETTING, LOTTERY, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST. (BETS).

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B2B expansion – India

- Betsson has established a software development company in India which will develop software both for Betsson's current markets in Europe as well as for new ventures in Asia
- This regional focus has resulted in a contract with an Asian player and Betsson estimates that revenues from that contract will occur already during 2011

STOCKHOLM DECEMBER 20, 2010
PRESS RELEASE BETSSON AB (PUBL)



Press release

Betsson AB (Publ)

BETSSON ESTABLISHES SOFTWARE DEVELOPMENT IN INDIA

In line with Betsson's B2B-strategy for distant markets, Betsson has established a software development company in India which will develop software both for Betsson's current markets in Europe as well as for new ventures in Asia. This regional focus has already resulted in a contract with an Asian player and Betsson estimates that revenues from that contract will occur already during 2011.

"Betsson sees, outside our core markets in the Nordic countries, several markets with good potential. We want to establish ourselves through B2B collaboration with local partners. It is satisfying that our efforts in the B2B segment is paying off" says Pontus Lindwall, CEO Betsson.

For further information, please contact:

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BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING IN AND ADMINISTER HOLDINGS IN COMPANIES WITHIN THE GAMING BUSINESS. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES TOWARDS END CUSTOMERS, VIA PARTNERS OR THE WEBSITES WWW.BETSSON.COM, WWW.CASINOEURO.COM AND WWW.CHERRYCASINO.COM. BETSSON MALTA OFFERS POKER, CASINO, BETTING EXCHANGE, SPORTS BETTING, LOTTERY, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

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B2B expansion – China

- Betsson has established a business relationship with a local company in China which has set up a joint venture in the sports lottery related industry together with a Chinese state owned company
- Betsson has invested in Asia for more than three years since we believe that the Asian markets have a great potential in the long term
- China has the largest internet population in the world and is expected to issue internet lottery reseller licenses in the future
- Betsson cannot today estimate when the cooperation within the joint venture will start generating revenues

STOCKHOLM FEBRUARY 8TH 2011
PRESS RELEASE BETSSON AB (PUBL)



Press Release Betsson AB (Publ)

Betsson strikes a deal with Chinese state owned company

Betsson has established a business relationship with a local company in China which has set up a joint venture in the sports lottery related industry together with a Chinese state owned company.

China has the largest internet population in the world and is expected to issue internet lottery reseller licenses in the future.

"It is an important part of our strategy to be present through our B2B-unit in the world's major markets" says Pontus Lindwall, CEO of Betsson AB. "Betsson has invested in Asia for more than three years since we believe that the Asian markets have a great potential in the long term. I believe that this JV will provide a solid platform for us in China and I am very excited over this opportunity".

Betsson cannot today estimate when the cooperation within the joint venture will start generating revenues.

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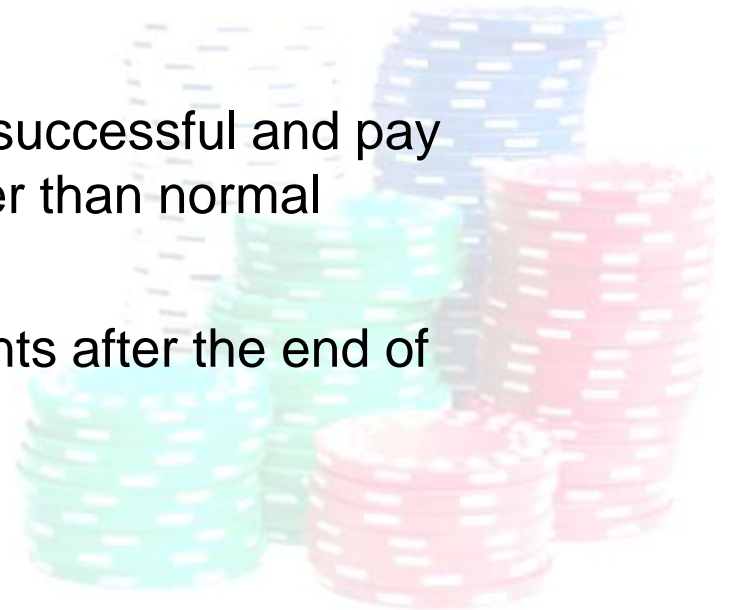


Betsson

Events after Q4

Events after the fourth quarter

- The activity level of the various gaming solutions has been high during January with ATH in Gross Turnover in Odds and deposits
- In January, the players have been successful and pay out levels in Odds have been higher than normal
- There have been no other key events after the end of the interim period



Q&A



What's your thrill?