





Q4 2014

Fourth quarter revenues grew 24%



- ✓ Revenue +24% 
- ✓ Operating income +68% 
- ✓ Gross turnover, Sportsbook +24% 
- ✓ Deposits +32% 
- ✓ Betsson upgraded to Nasdaq Stockholm Large Cap



BUSINESS UPDATE



Multi brand strategy

betsson ab



Business to Consumers (B2C)

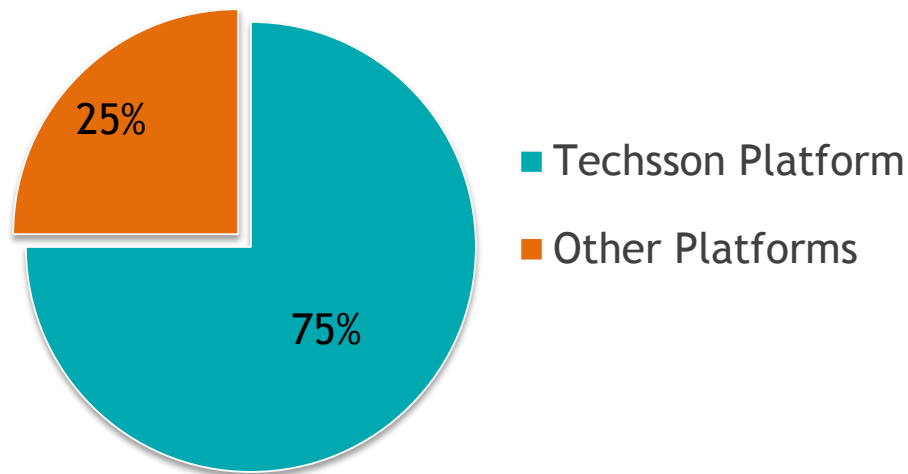


Business to Business (B2B)





Revenue allocation after migration



- ✓ More than doubled live betting offer
- ✓ Live streaming offer +4 times
- ✓ Improved customer experience



- ✓ Betsson.com grew **28 percent** (Q4 2014)
- ✓ Migrated to Techsson Q2 2013
- ✓ Significant improvements
 - One to one messaging
 - Different & improved offerings (e.g. Betsson Classics, Mega Fortune Dreams)
 - New Casino Lobby
 - Wider mobile offerings
 - Improved customer experience

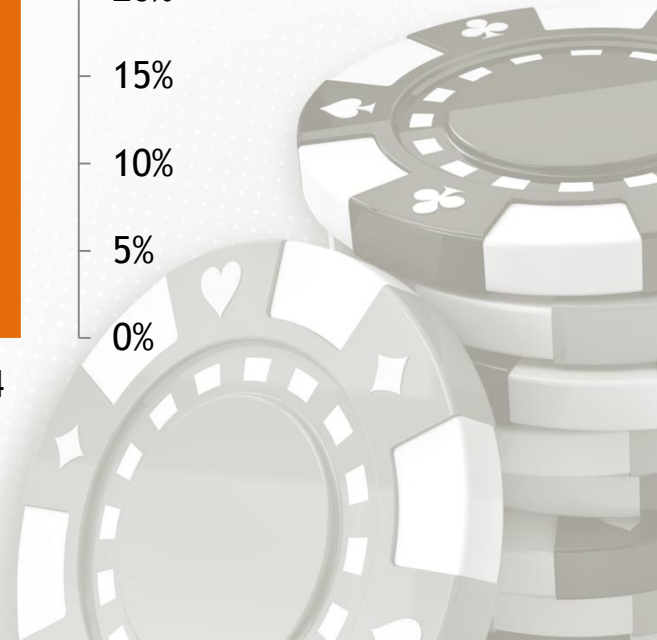
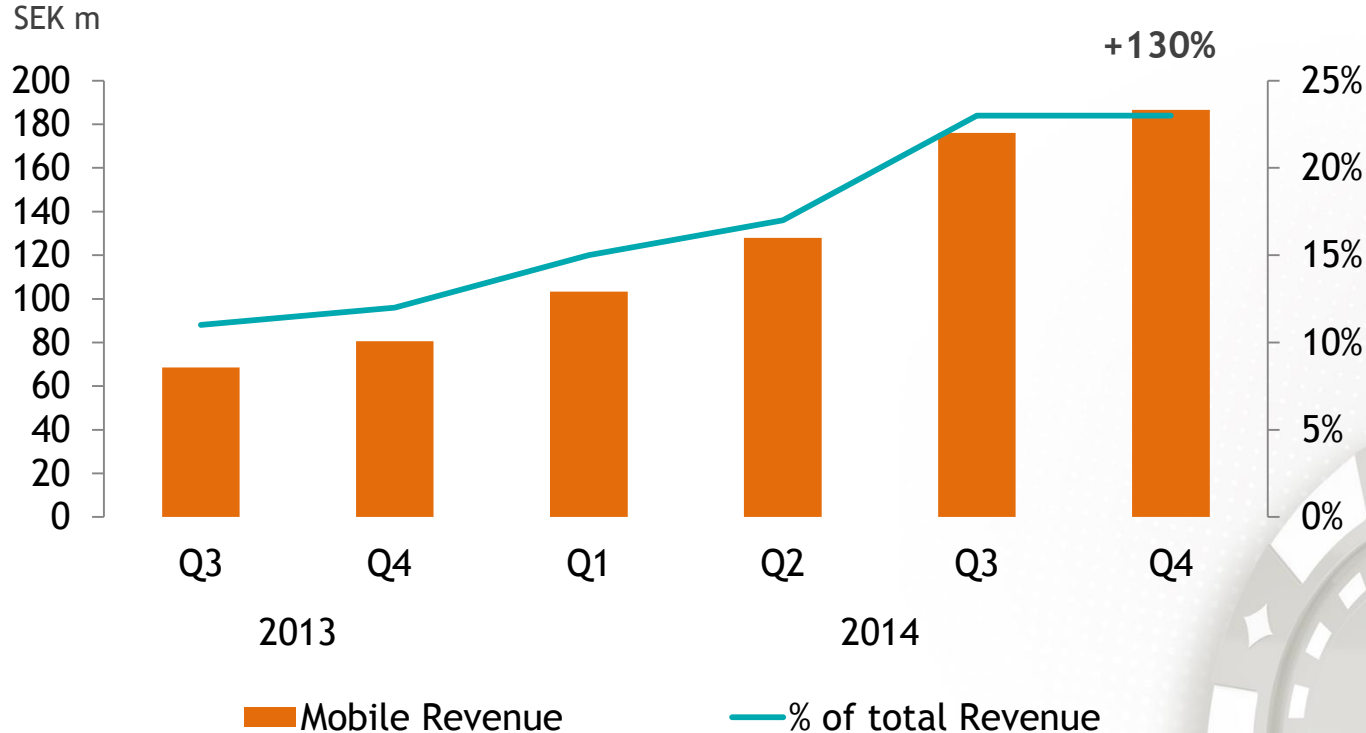




- ✓ 23 percent of total revenues in Q4. A growth of 130 percent
- ✓ Release of apps for MrSmith Casino and Rush Football
- ✓ Release of new mobile web for NordicBet

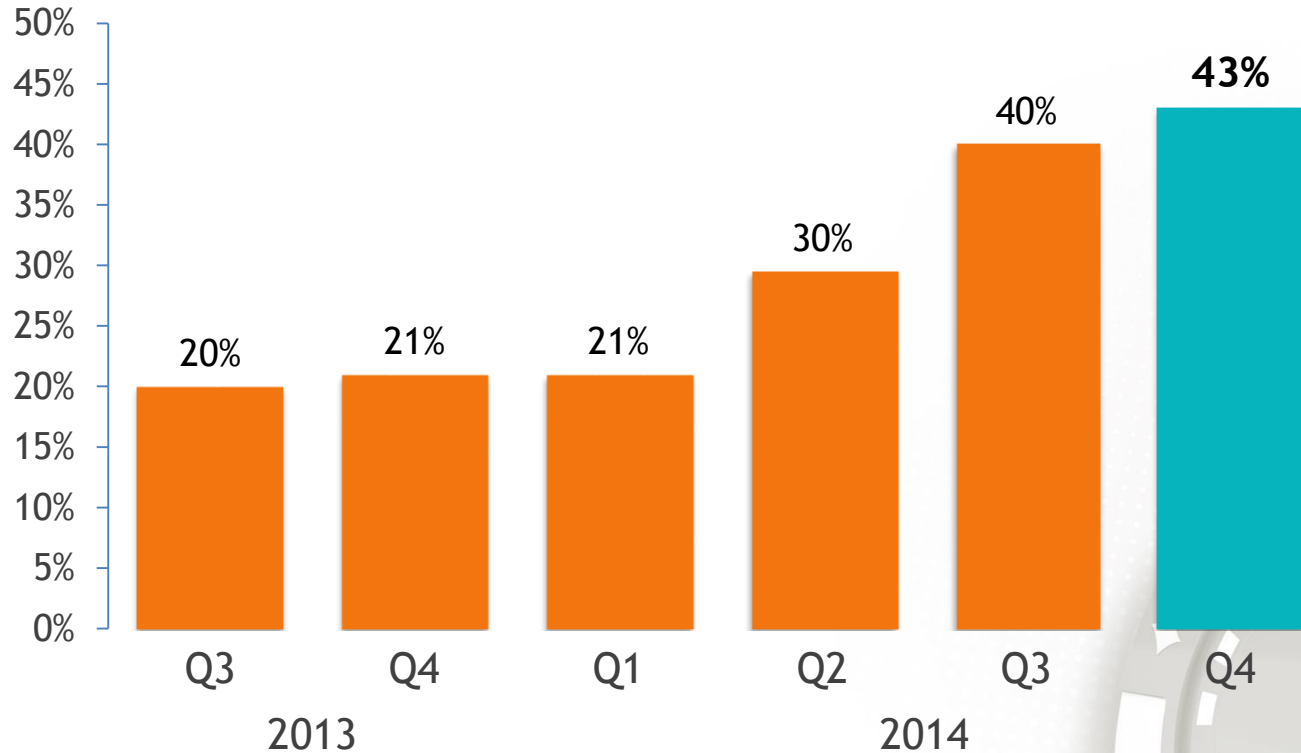


Mobile first - Development



Mobile Sportsbook Turnover

betsson ab



- ✓ SEK 89.9 million in revenues and SEK 53.9 million in EBIT
- ✓ EBIT margin of 60%
- ✓ Organic growth of 29%
- ✓ Substantial growth opportunities after the regulation in the Netherlands (nearly 40% is expected)*



FINANCIAL HIGHLIGHTS



Q4 Financial highlights

- ✓ Revenues of SEK 814.7 (655.5) million (ATH)
- ✓ Total growth of 24 percent
- ✓ Organic growth amounted to 11 percent

Figures in brackets refer to the same period last year



- ✓ EBIT of SEK 252.5 (150.0) million, a growth of 68 percent
- ✓ EBIT margin of 31.0 percent (22.9 percent)
- ✓ EBIT, adjusted for non-recurring items, of SEK 217.8 million, a growth of 45 percent

Figures in brackets refer to the same period last year

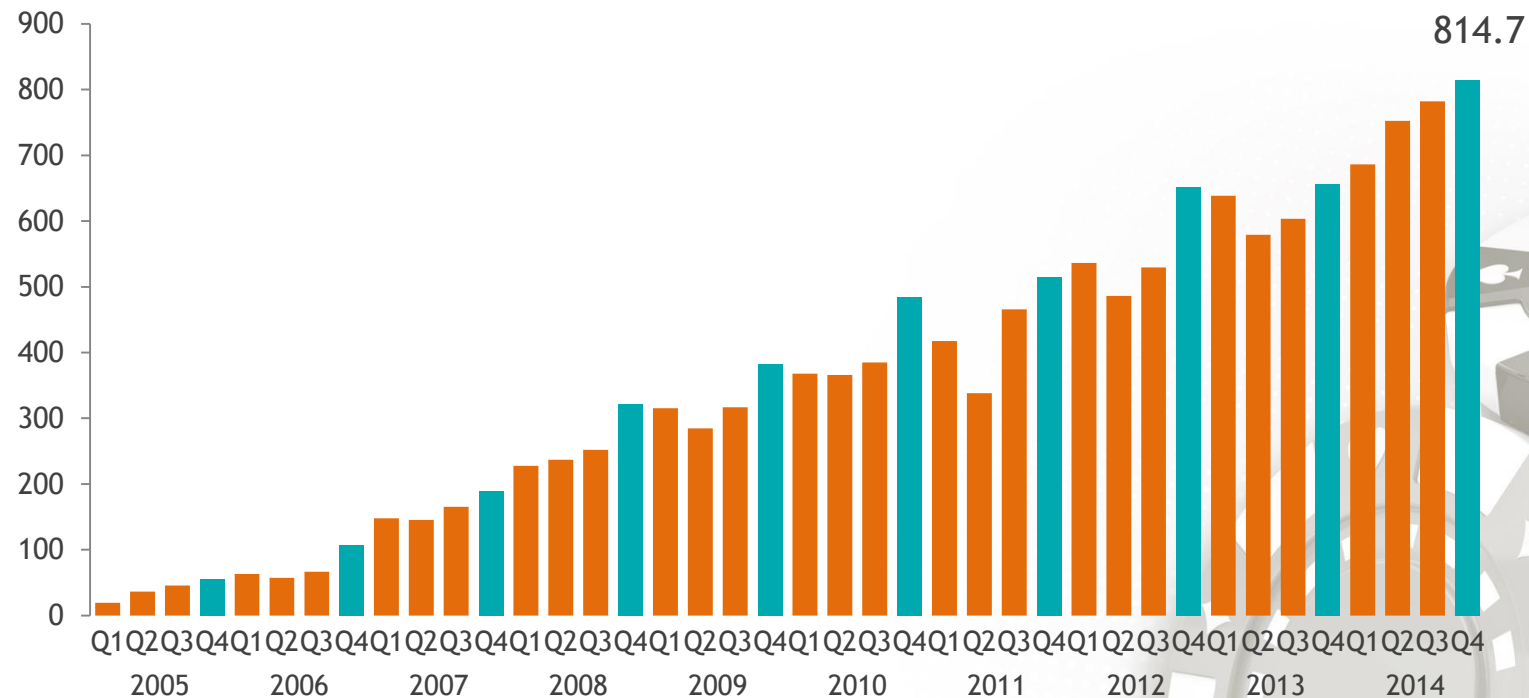


- ✓ Cash by end of period **SEK 478.1** million (562.5)
- ✓ Earnings per Share **SEK 5.28** (3.24)
- ✓ Full year (2014) distributable earnings **SEK 732.4** million
- ✓ Board proposes dividend per Share **SEK 11.94**



Revenues, 24% growth

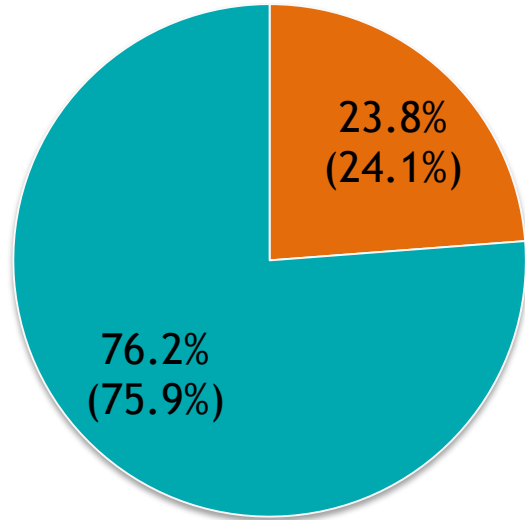
SEK m



PRODUCT AND GEOGRAPHICAL SPLIT



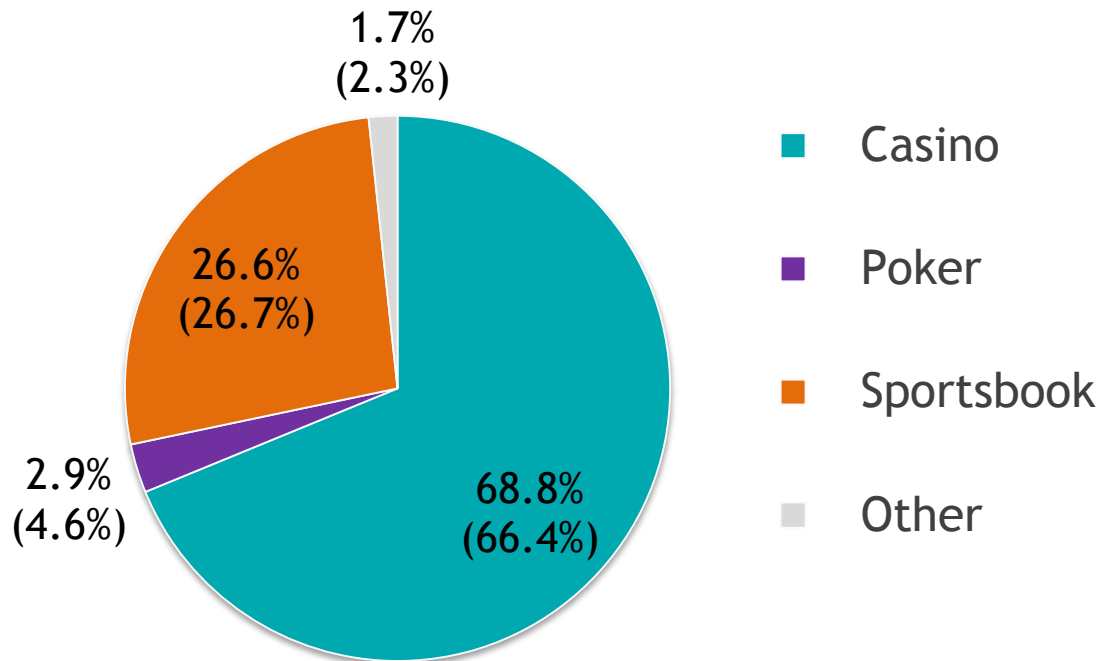
Gross profit per segment



- B2B, Business to business
- B2C, Business to consumers



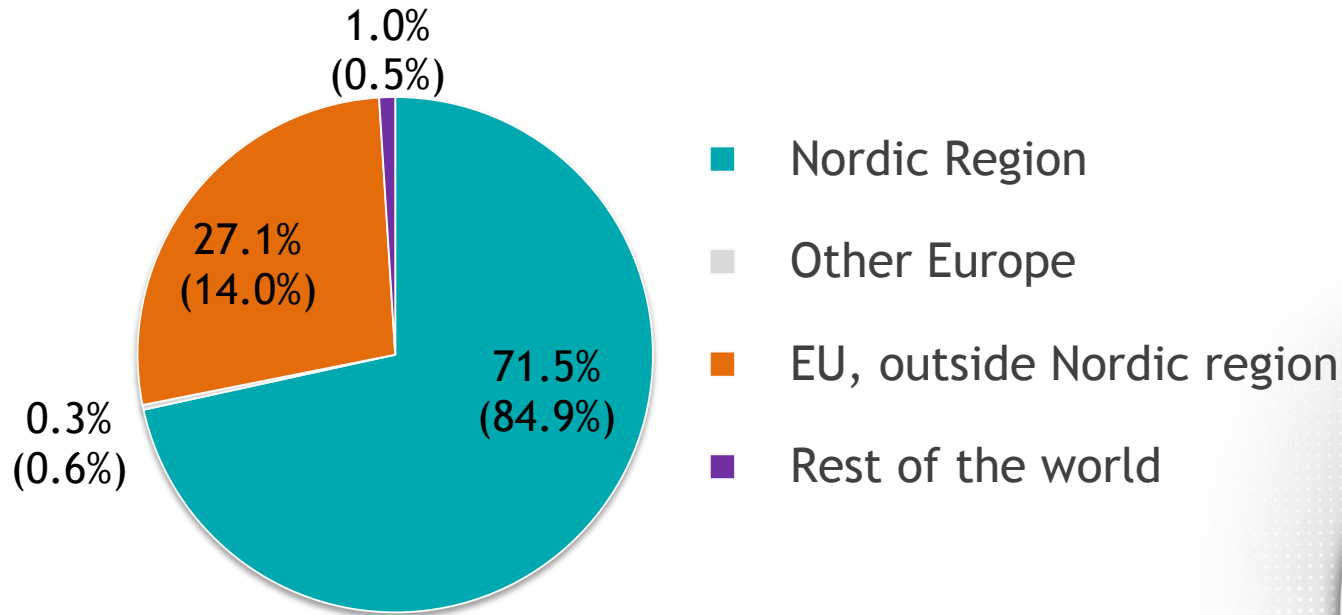
Gross profit per product



Figures in brackets refer to the same period last year



Gross profit per geography (B2C)

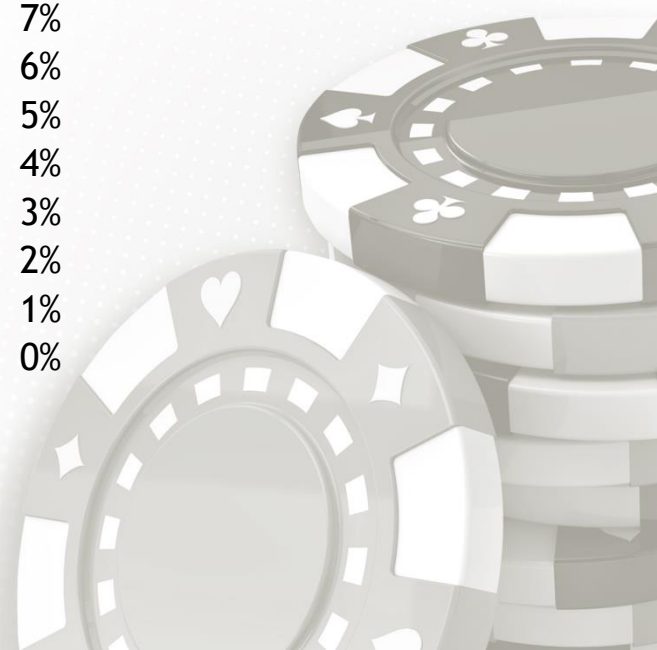
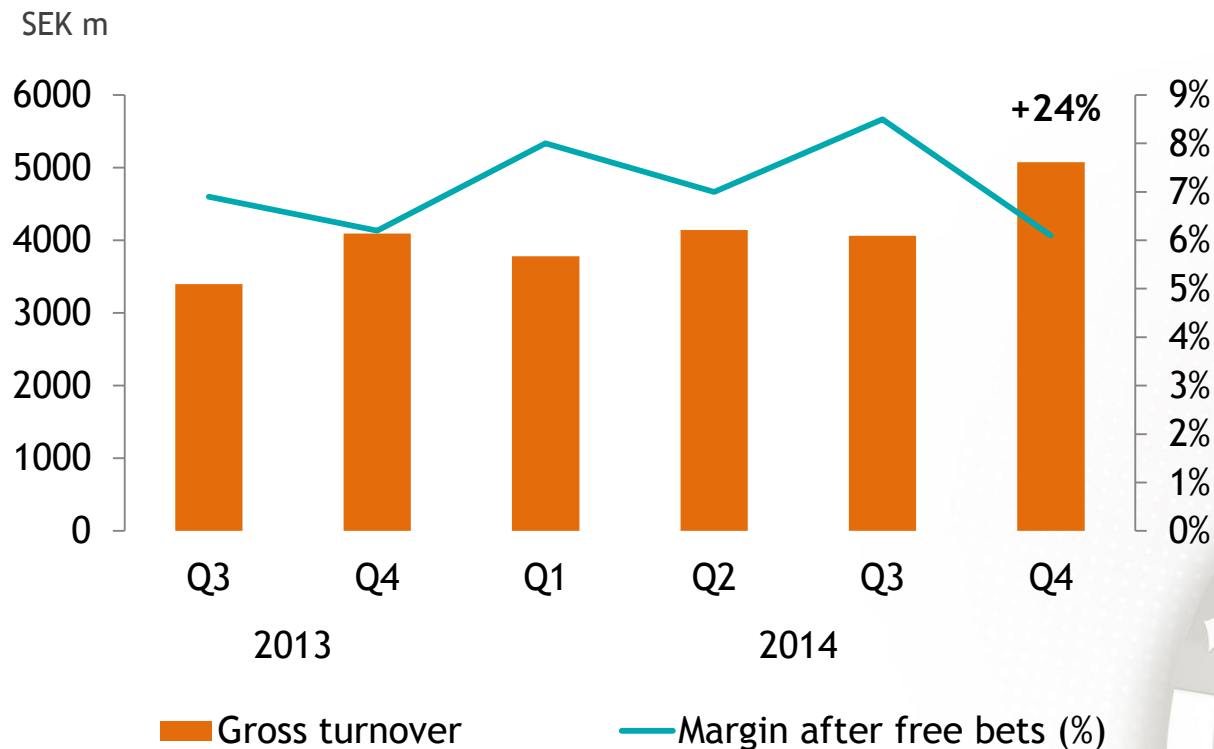


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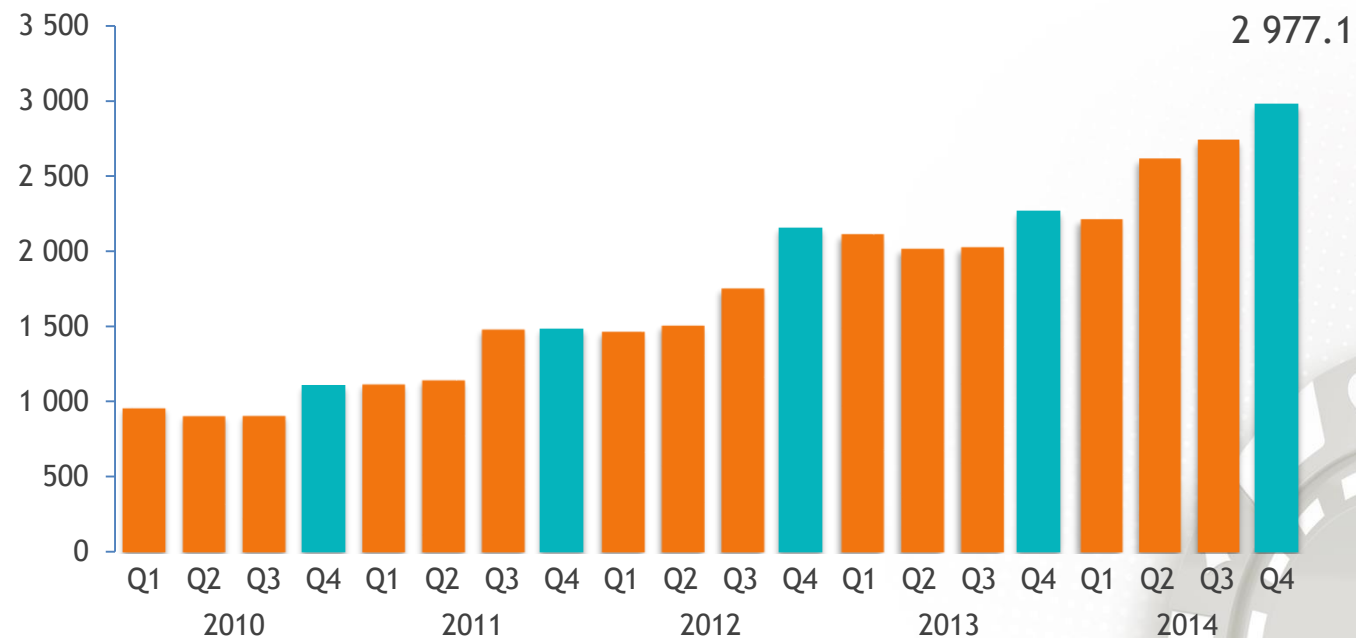
KEY PERFORMANCE INDICATORS





Deposits - 32% growth

SEK m

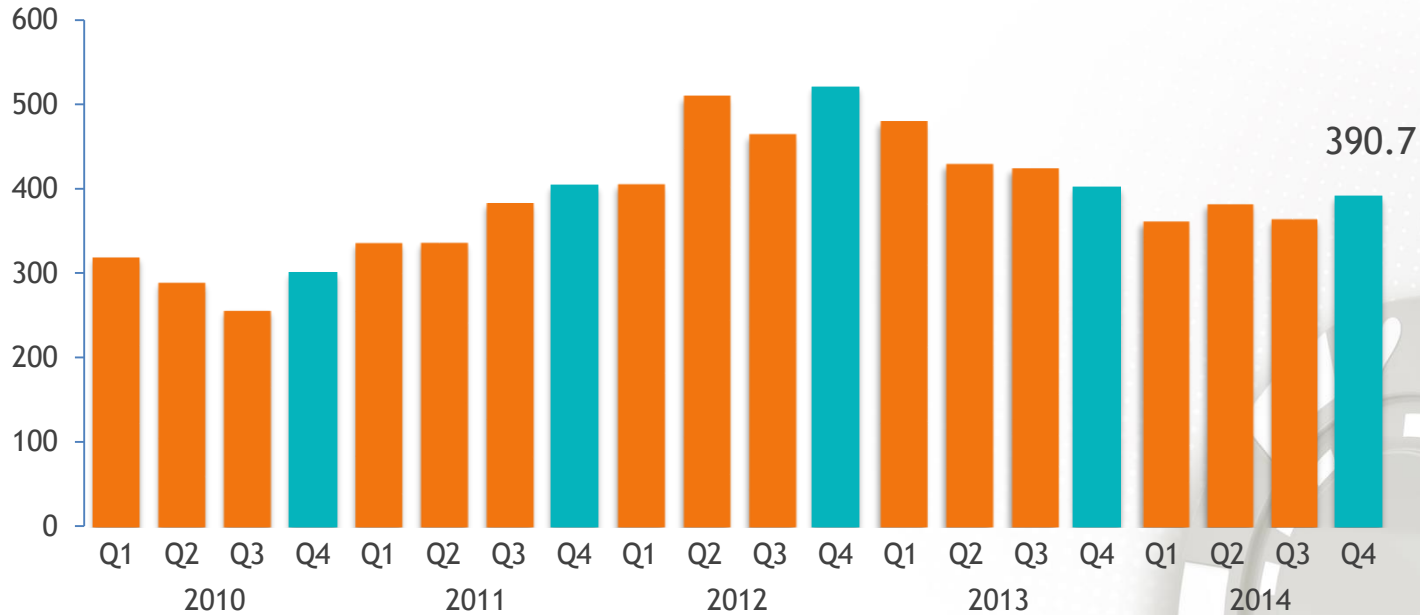


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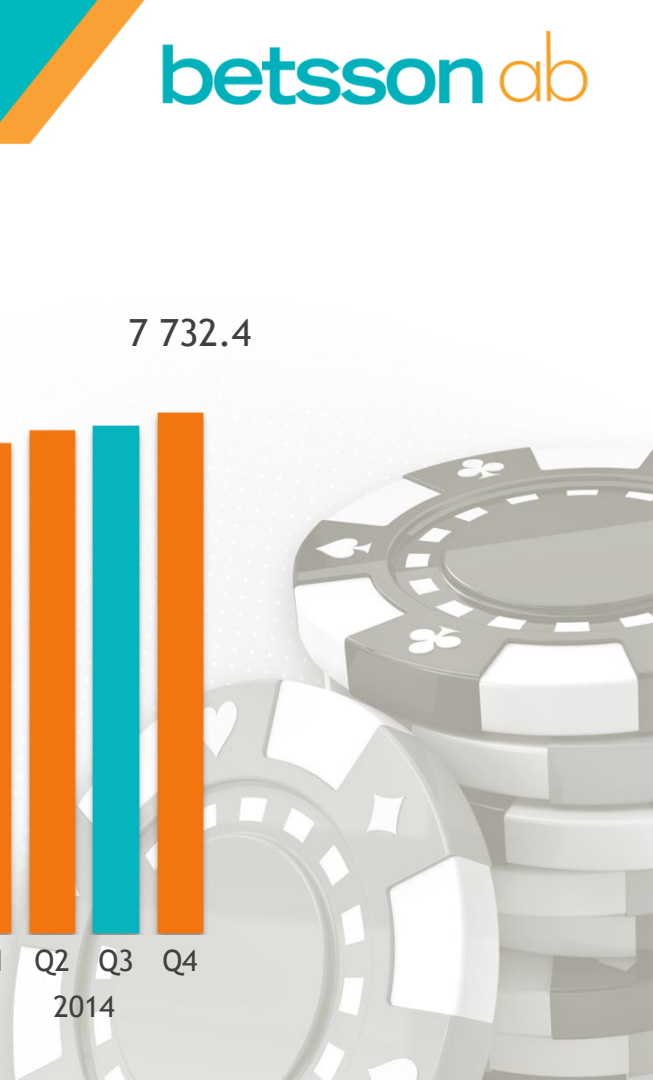
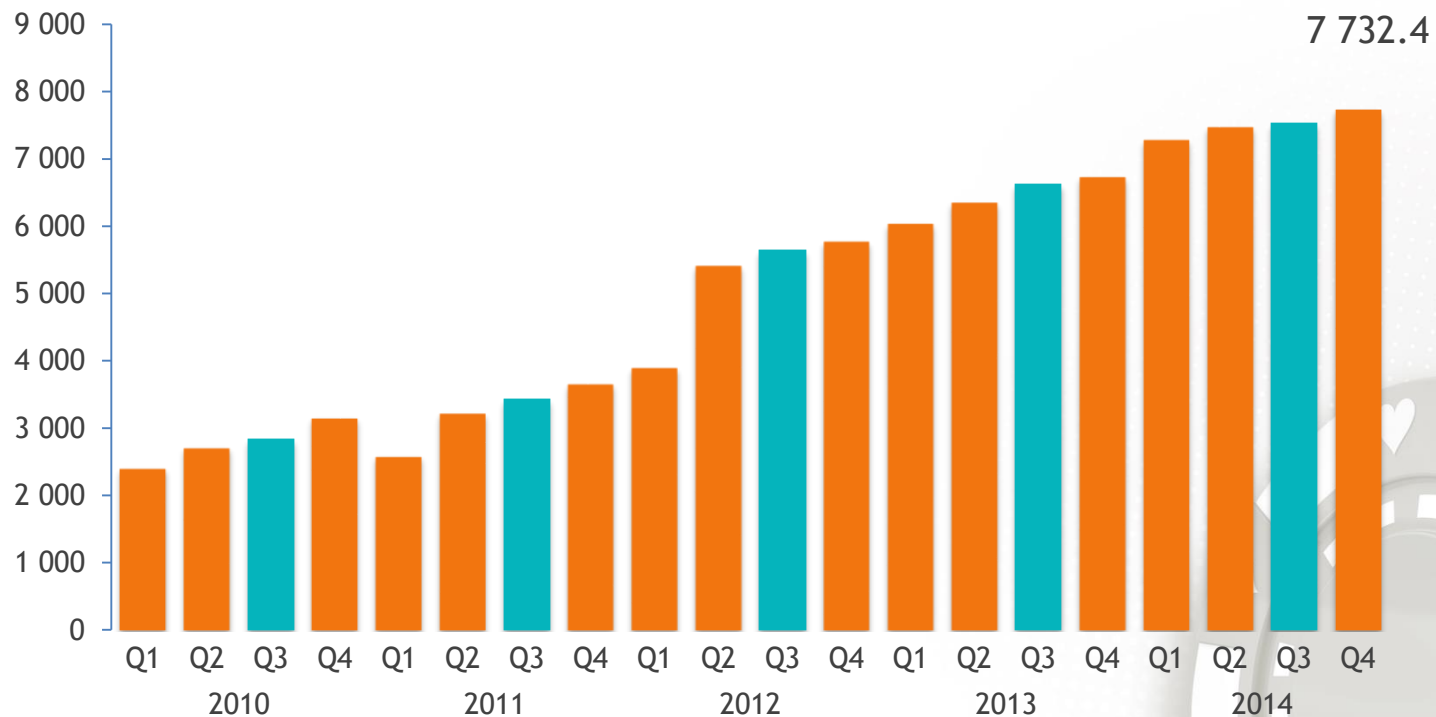
Stabilized overall figure

Thousand



Registered customers

Thousand



LEGAL UPDATE



Sweden

- ✓ The new government has expressed an interest in a re-regulation and is investigating different models
- ✓ Current government is predicting a new regulation during 2018
- ✓ The European Commission will act against Sweden (through European Court of Justice), but a court timetable is not set yet

Norway

- ✓ Two reports have recently been published containing different approaches of a re-regulation
- ✓ Betsson is planning further educational and lobbying efforts
- ✓ A new system is not likely to be implemented before 2017



United Kingdom

- ✓ Betsson has received a transitional license and is preparation to attain a full license. This is expected to occur before end of March 2015
- ✓ In parallel, we are evaluating the commercial potential of the market

The Netherlands

- ✓ The proposed new Dutch legislation is still in the second chamber in the parliament waiting to be processed. Progress is expected in March 2015
- ✓ The gambling authority estimates delayed implementation, now expected Q2 2016



EVENTS AFTER Q4



Events after end of the period

- ✓ The first quarter of 2015 has started with revenues **somewhat above** average level of the previous quarter
- ✓ January 1st 2015, Betsson was upgraded to Nasdaq Stockholm Large Cap
- ✓ Kroon was migrated to Techsson platform (completed February 3rd)
- ✓ There have been no other significant events after the end of the period



Q&A



Appendix



One-off effects in Q4

Accounting effects derived from the NGG process (SEK m)

2014
Q4

Interest income

+5.4

NGG accounting effect

+38.3

Advisors' fees

-3.6

Income before tax (EBT effect)

+40.1

Adjusted EBIT

217.8

Adjusted EBT

216.5

EBIT effect SEK
+34.7 million

Full year effects (2014)

Calculation of dividend (SEK m)	2014 (Full year)
Net income (after tax)	770.67
NGG accounting effect	-38.30
Distributable earnings	732.37
Dividend policy	75%
Nr. of shares (excl. C shares)	46.02
Dividend per share (SEK)	11.94