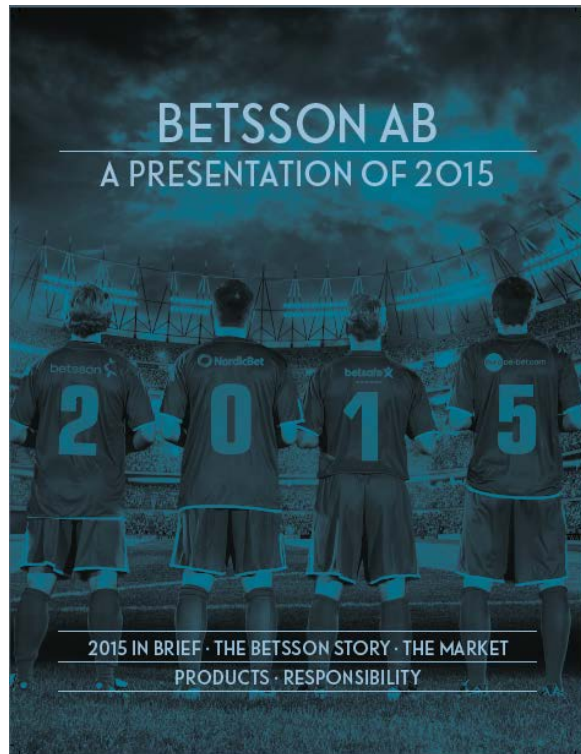


2016

YEAR-END AND Q4 REPORT
9 February 2017

Ulrik Bengtsson CEO & President



1. We will continue to actively look for acquisition opportunities
2. We will aim to grow sustainable (locally regulated/taxed) revenues
3. We will ensure that our investments deliver operational excellence and execute on their strategy

1. Important acquisitions for; scale, improved offering, enabling of organic growth and synergies
2. Increased share of regulated revenue, added 4 local licenses
3. Accelerated product development to support growth
 - Strong performance Casino
 - Gaining market share in Nordics and other European Markets such as Italy and UK
 - Launched OBG - increasing scalability in front-end development





- ✓ Tonybet, rev: 6 MEUR e2016 (3.6x EBIT)
Consolidates Baltic Position
License in Lithuania, 100% locally regulated revenue
- ✓ RaceBets, rev: 9.3 MEUR 2015 (10.1x EBIT)
75% locally regulated revenue, DE & UK
Leading horse racing product for all brands
- ✓ NetPlay (offer), rev: 14.7 1h 2016 (6x EBITDA annualised)
Strengthen position in UK, 100% locally regulated revenue
Synergy opportunities

Acquisitions* 2016/2017 add:

- Revenue: +10% (o.w. ~90% regulated)
- EPS: +0.50 SEK

*Incl. NetPlay TV



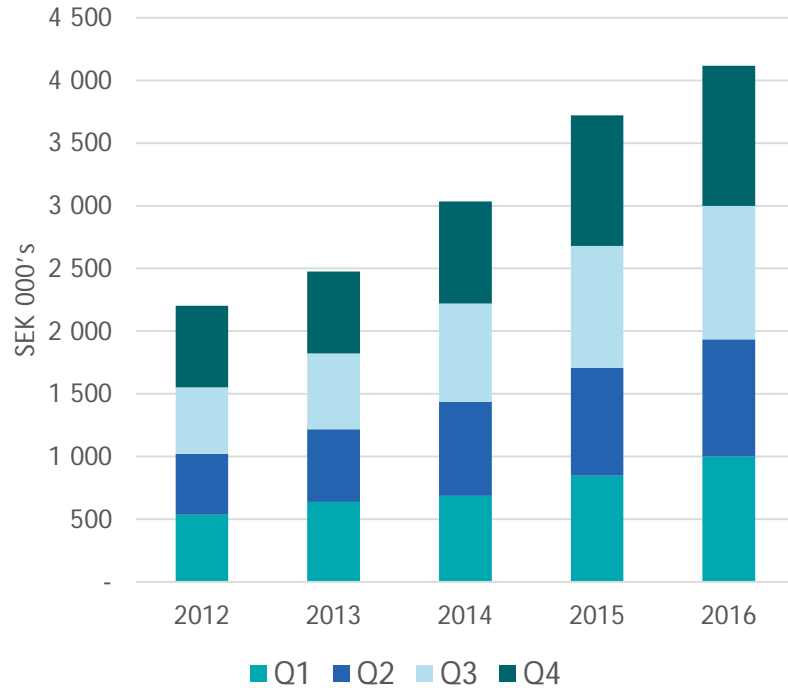
PRESENTATION Q4 2016

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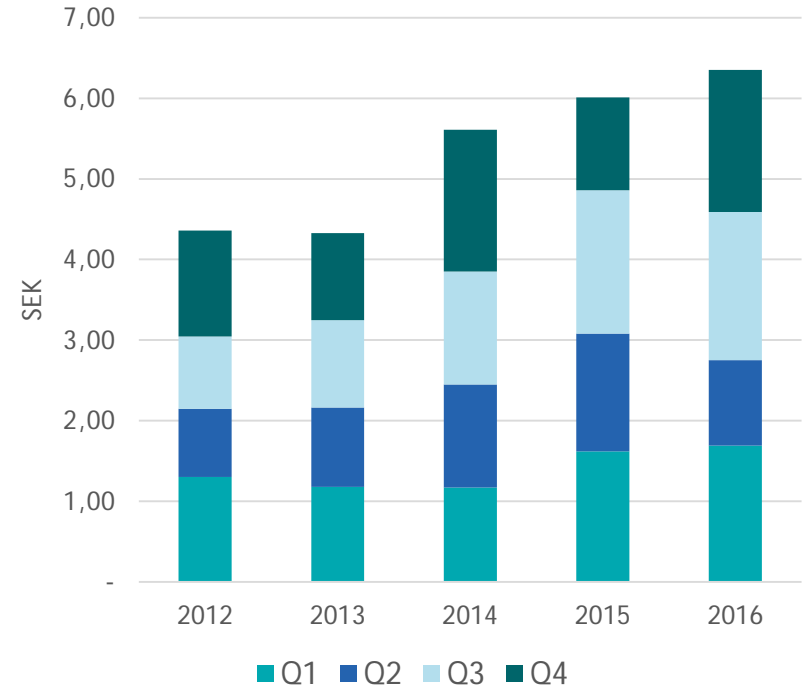
KEY PERFORMANCE INDICATORS



Revenue



Earnings per share (EPS)



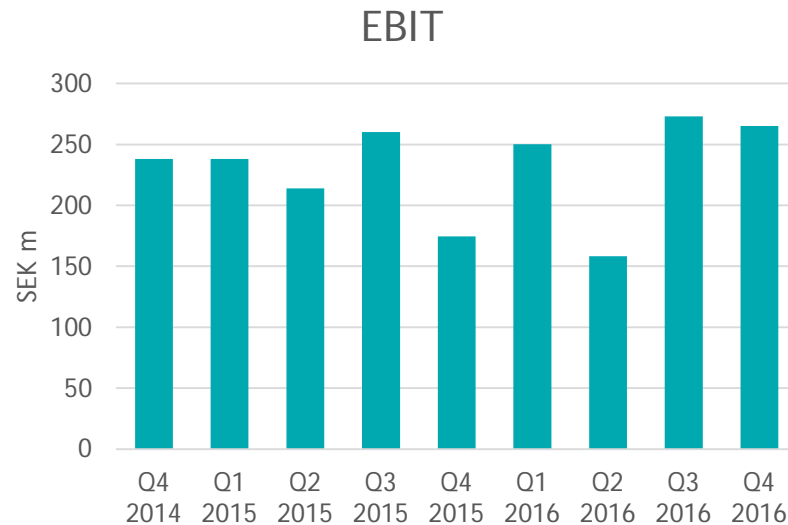
- Casino growth, +20%
- Nordic growth, +17%
- Stabilisation in CEECA* despite continued weak currencies in region
- Sportsbook affected by player-friendly results in December
- 14% growth in deposits and ATH active players
- Board proposes distribution to shareholders of SEK 4.76 (4.51) per share

SEK m	Q4 2016	Q4 2015	Change	FY 2016	FY 2015	Change
Revenue	1,118.5	1,041.1	7.4%	4,117	3,722	10.6%
EBIT	265.1	174.4	52.0%	946	886	6.8%
EBIT margin	23.7%	16.7%	-	23.0%	23.8%	-
Net income	243.6	159.1	53.1%	878	832	5.5%
Casino revenue	823.7	684.0	20.4%	2,908	2,544	14.3%
SB revenue	264.4	312.6	-15.4%	1,080	1,013	6.6%
SB margin	6.6%	7.1%		6.5%	6.7%	-
Deposits	3,947.1	3,471.4	13.7%	14,458	12,999	11.2%
Active players, (000's)	573.3	526.3	8.9%	-	-	-

*CEECA = Central & Eastern Europe and Central Asia

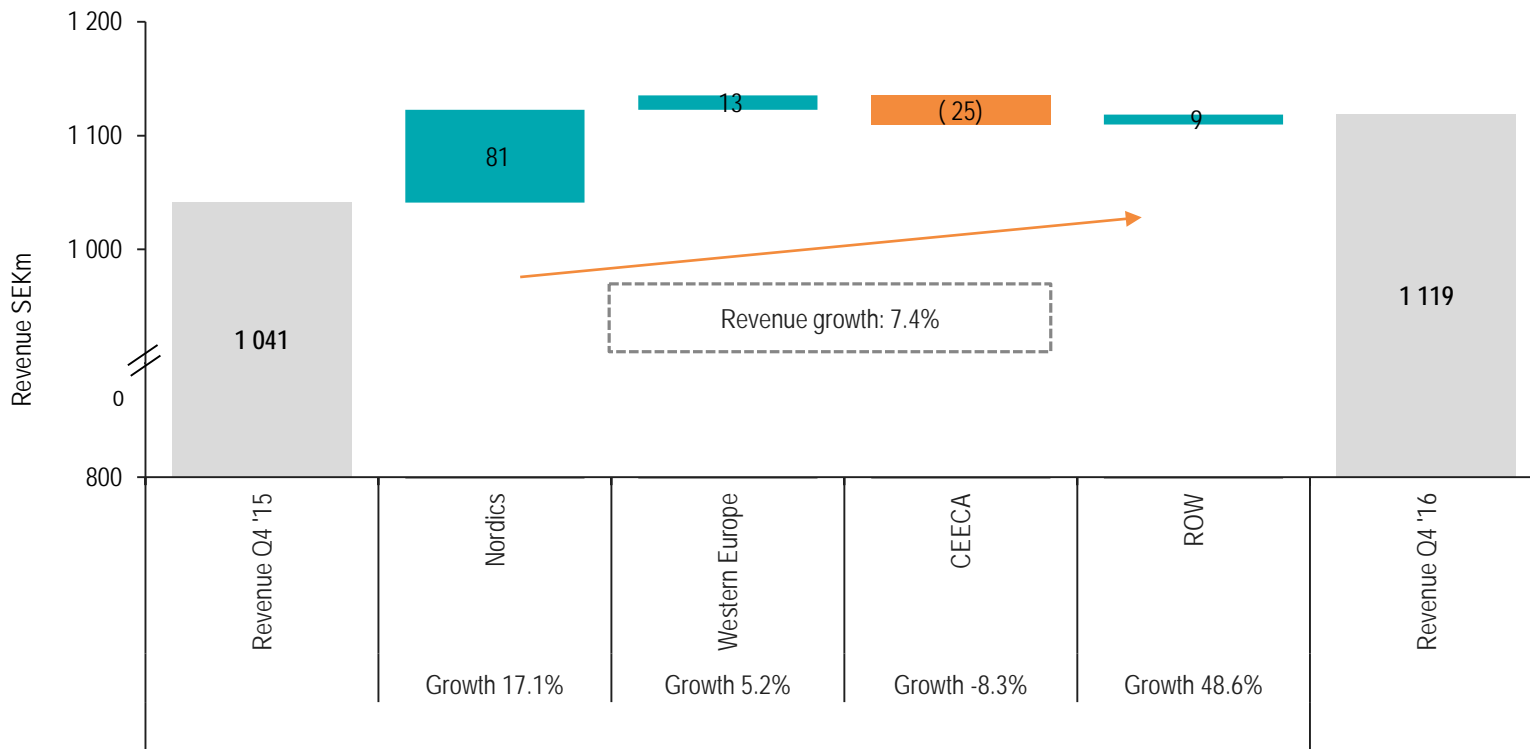


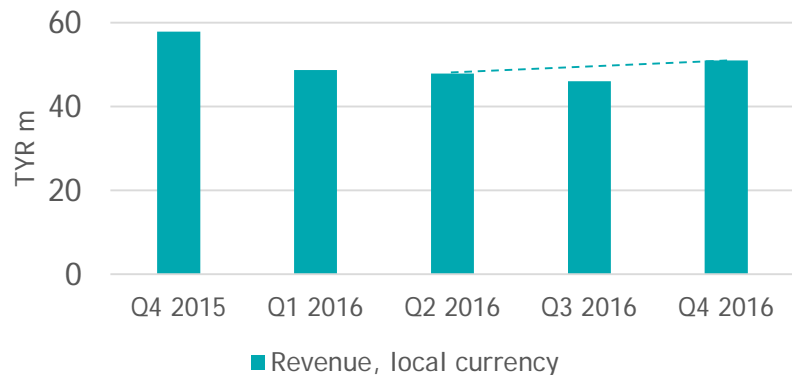
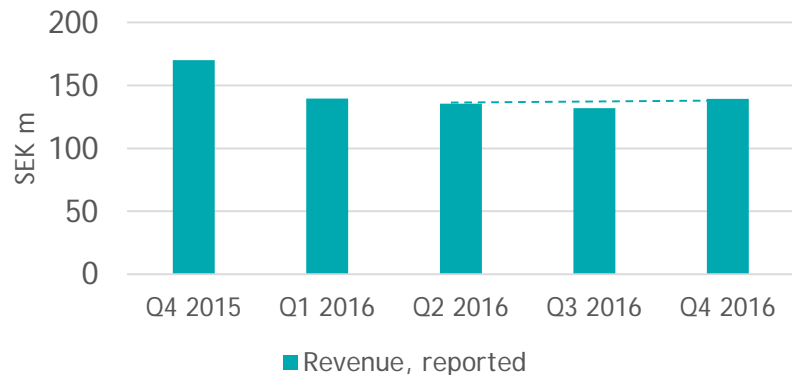
- Revenue SEK 1,119 m
- Returned to growth after challenging 1H
- Growth driven by strong casino product



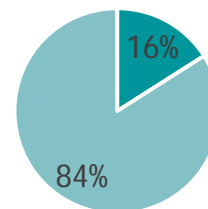
- EBIT: SEK 265.1m, flatish after adjustments
- Growth muted due to increased product development, decreased license fees from Realm, increased share of revenue from locally regulated markets
- Continued strong EBIT margin: 23.7%

REVENUE DEVELOPMENT Q4 2016 VS Q4 2015



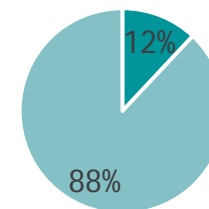


Share of revenue, Q4 2015



■ Realm ■ Other

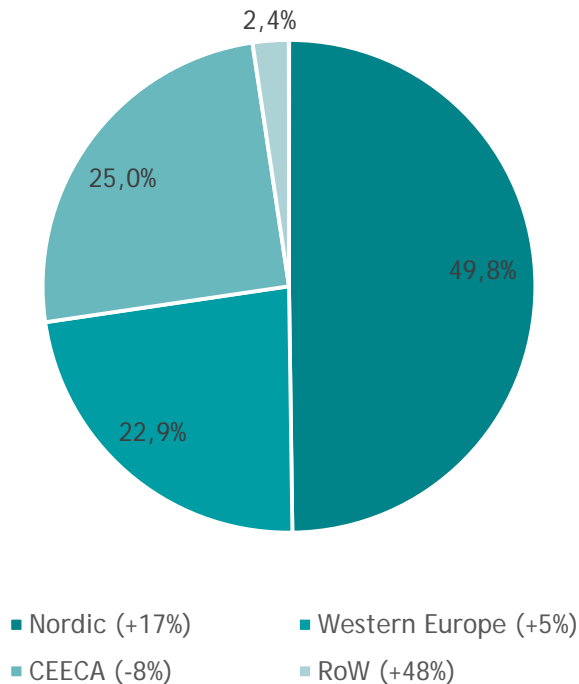
Share of revenue, Q4 2016



■ Realm ■ Other

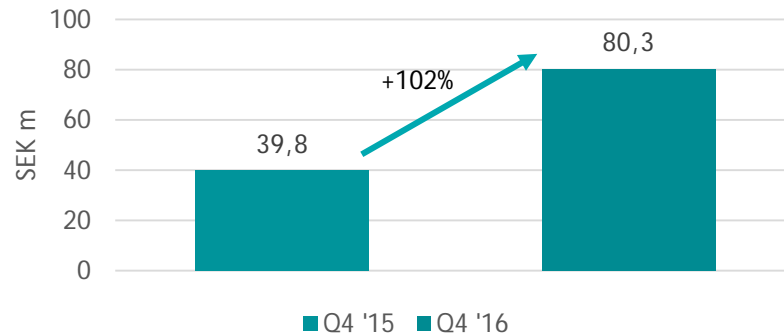
- Small growth in fees compared to Q3
- Larger growth in fees in local currency
- Stable outlook, continued signs of strenghtening
- Remains at 12% of total Group revenue
- Continued drop in TYR currency

Geography



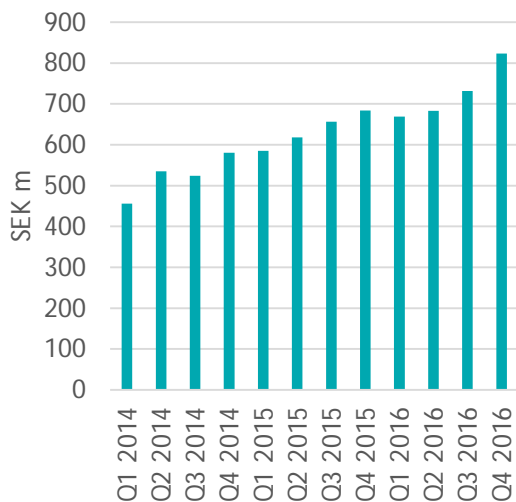
Numbers in brackets represent change from Q4 2015

GGR, UK & ITALY



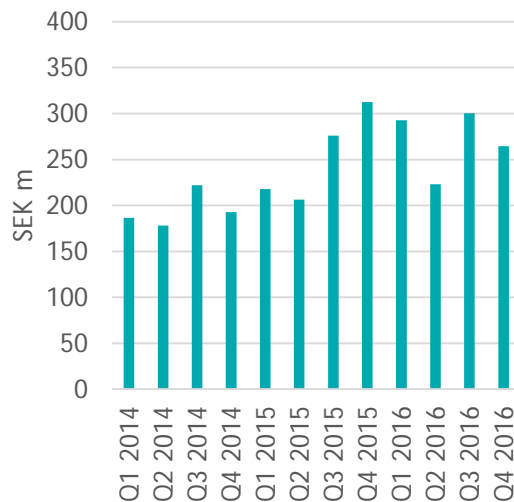
- Gaining market share in very large and competitive markets
- Profitable growth
- Increase share of locally regulated revenue
- During 2017, Italy and UK combined will potentially surpass Turkey in size

Casino, revenue



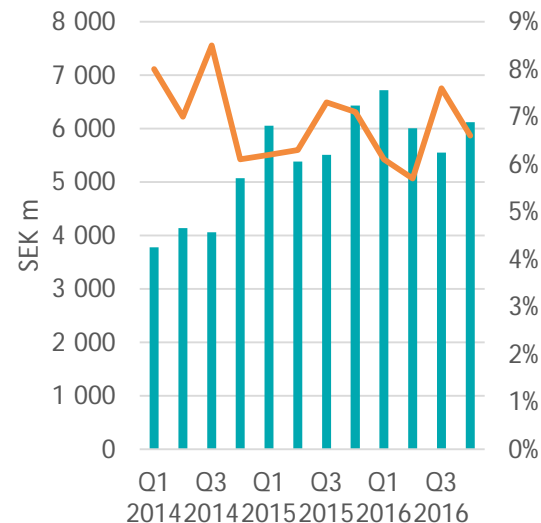
- SEK 824 m, +20%
- Stabile growth
- 74% of total revenue

Sportsbook, revenue



- SEK 264 m, -15%
- Player friendly results
- 24% of total revenue

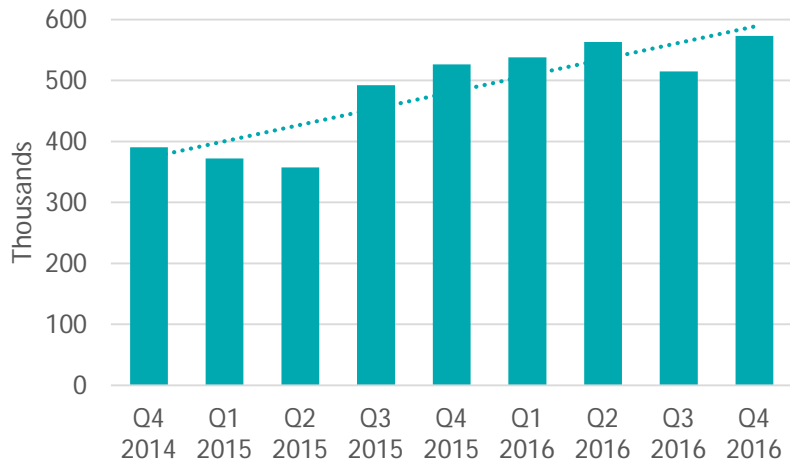
Sportsbook, turnover



■ SB Turnover — SB Margin %

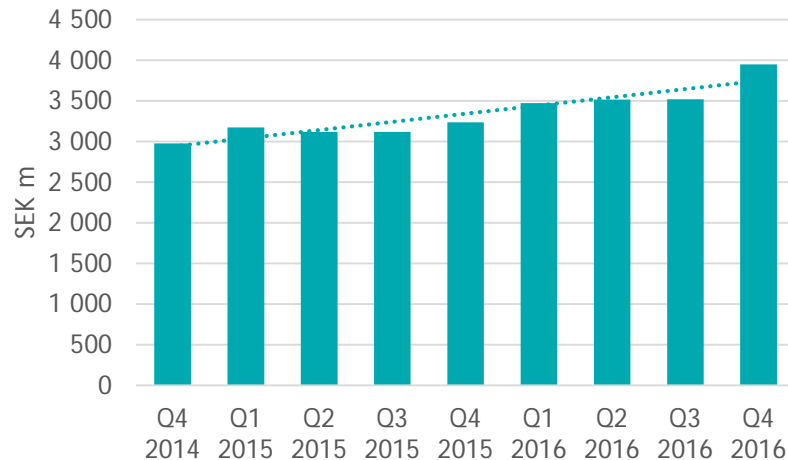
- Sportsbook margin: 6.6%
- Margin is in line with 8 quarter rolling average
- Margin Q4 2015: 7.1%

Active players



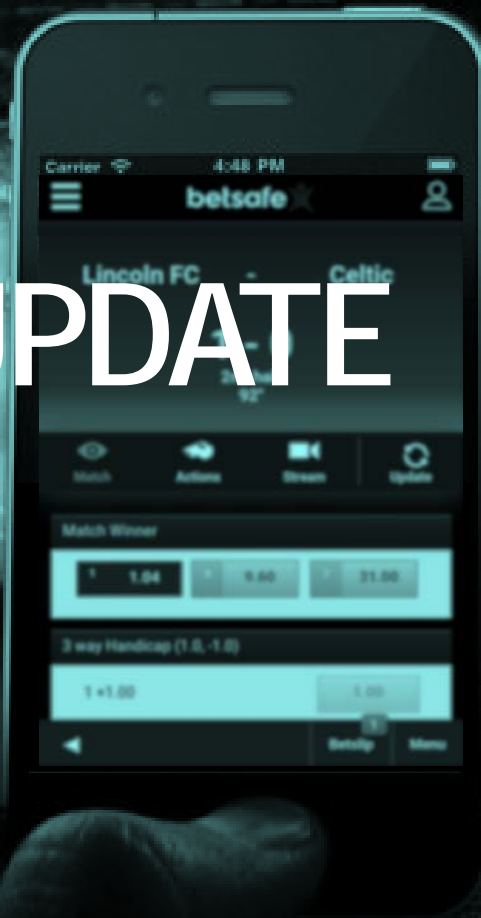
- Active players at All Time High: 573,300
- Increase 9% y-o-y

Deposits



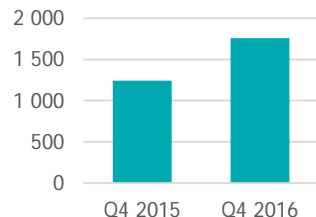
- Deposits at All Time High: SEK 3,947 m
- Increase 14% y-o-y

BUSINESS UPDATE

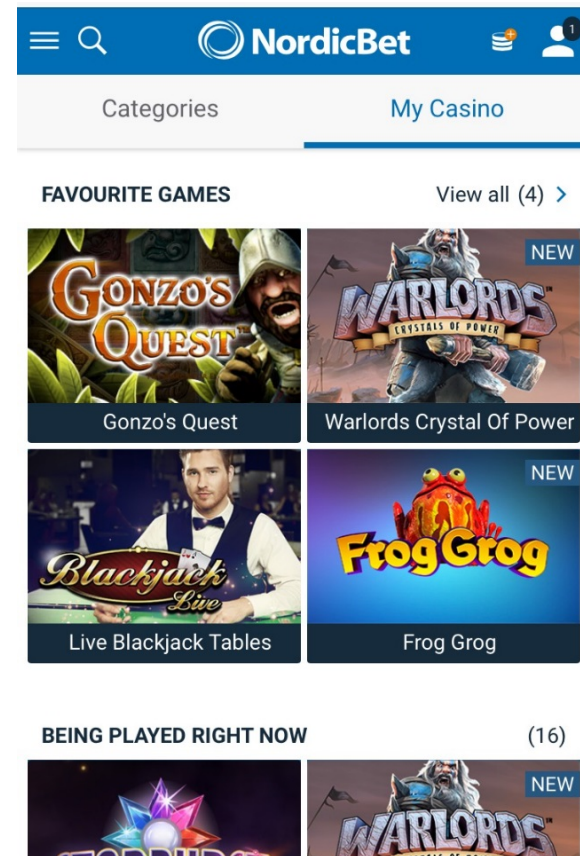
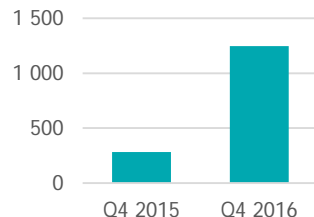


- OBG enabled improvements
 - Improved search, filtering, favourites personalisation and recommendation
 - Increase in actives and deposits
 - More sessions and longer session duration
- Being rolled out on all brands
- Mobile casino growth 83%
- Continued strong growth in live casino
- 1,758 games, of which 1,246 on mobile

Total Games



Mobile Games



- Total no. of traded live events up 30% 2H vs 1H
- +200 concurrent events continuously
- Improved margin for live bets due to optimised trading tools
- Mobile Sportsbook to be launched on OBG from Q2 2017 onwards on all brands.
- NordicBet best Bookie of the year in Norway
- Winner Best Sportsbook at EGR Nordic Awards 2017



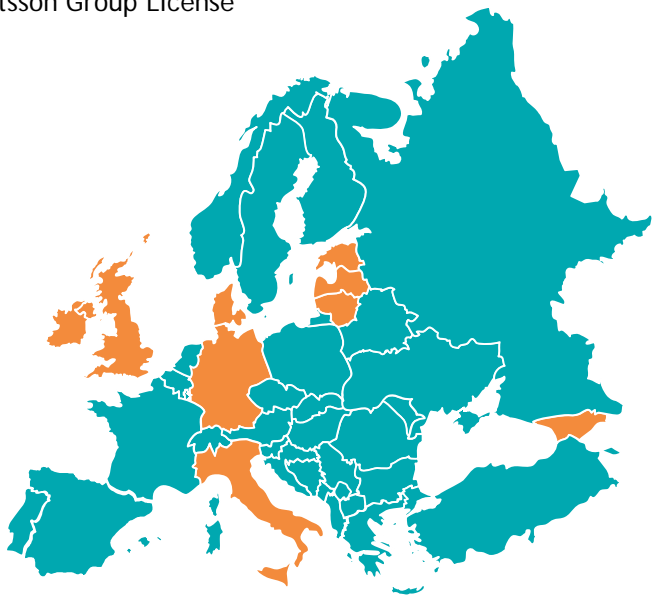
PRESENTATION Q4 2016











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REGULATORY UPDATE



■ Betsson Group License



2004		Malta (SB 0.5% TO / GoC 1.5K EUR per license)	2015		Georgia (5% TO / GoC 15% profit)
2011		Italy (20% GGR)	2016		Ireland (SB 1% TO)
2012		Estonia (5% GGR)	2016		Latvia (15% GGR)
2012		Denmark (20% GGR)	2016		Lithuania (10% GGR)
2015		UK (15% GGR)	2016		Germany (SB 5% TO Casino 19% GGR)

- Future regulation of core markets:
 - The Netherlands: Anticipated 2018
 - Sweden: Earliest Q3 2018

di.se

”Alla vi som är reglerade har många restriktioner, exempelvis rörande hur man får marknadsföra sig. Vi ser fram emot att få en marknad på lika villkor”, säger Lennart Käll.

PRESENTATION Q4 2016

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GOING FORWARD

- Revenue in the beginning of the first quarter 2017 was significantly higher than the average revenue of the first quarter 2016 and higher than the average revenue in the fourth quarter 2016.
- Management estimates that the operational expenditure in the first quarter 2017, including acquired companies, will increase by high single-digit percentage, compared to reported operational expenditures in the fourth quarter.
- Cost for product development is estimated to increase at a slower pace in 2017 than in 2016. Meanwhile, management sees good opportunities to market the Company's products during the year.
- Currency fluctuations are believed to have a continued negative impact on revenue in the region Central & Eastern Europe and Central Asia (CEECA).

Strong
underlying
market drivers



- Continued shift from offline to online
- Increased accessibility and use of multiple screens
- Local regulation drives growth
- CAGR in core markets 8.5% in 2017-2020

Strong competitive
business



- ~70% revenue from Casino, low volatility segment
- Strong EBIT margins
- Balanced portfolio of brands, geography, segments and products

Proprietary
technology



- Scalability - volume added at low incremental cost
- Data-driven marketing and product development
- Enables efficient operation of multiple brands across jurisdictions

Value
creating M&A



- Strong track record of value creating acquisitions
- Strong execution capabilities and operational excellence
- Efficient integration of new businesses

Q & A



	Income statement (average rate)		
	2016	2015	
EUR/SEK	9.4704	9.3562	1,2%
TRY/SEK	2.8339	3.1075	-8.8%
GEL/SEK	3.6178	3.5681	+1,4%
NOK/SEK	1.0199	1.0465	-2.5%
	Balance sheet (closing rate)		
	2016-12-31	2015-12-31	
EUR/SEK	9.5669	9.135	4.7%
TRY/SEK	2.5796	2.8699	-10.1%
GEL/SEK	3.4374	3.4946	-1.6%
NOK/SEK	1.0540	0.9556	10.3%