

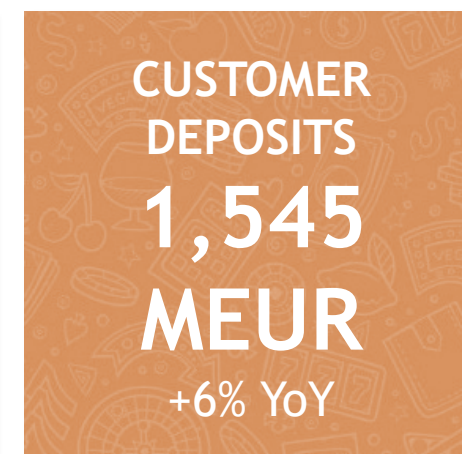
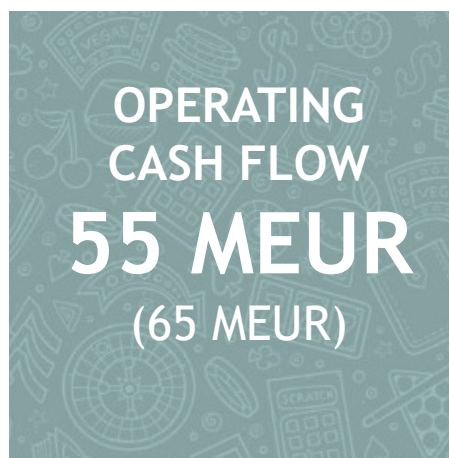
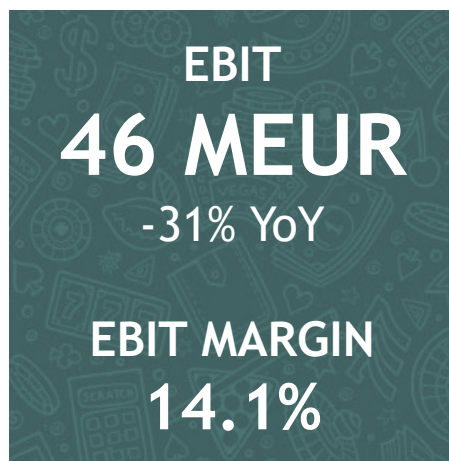
betssonab

Q3 2026

Presentation of Q3 report



Q3 2026 FINANCIAL HIGHLIGHTS



All-Time High Level

OUR MARKETS - SOME ACTIVITIES

EXISTING
MARKETS

NEW MARKETS

B2B

M&A



BELGIUM:

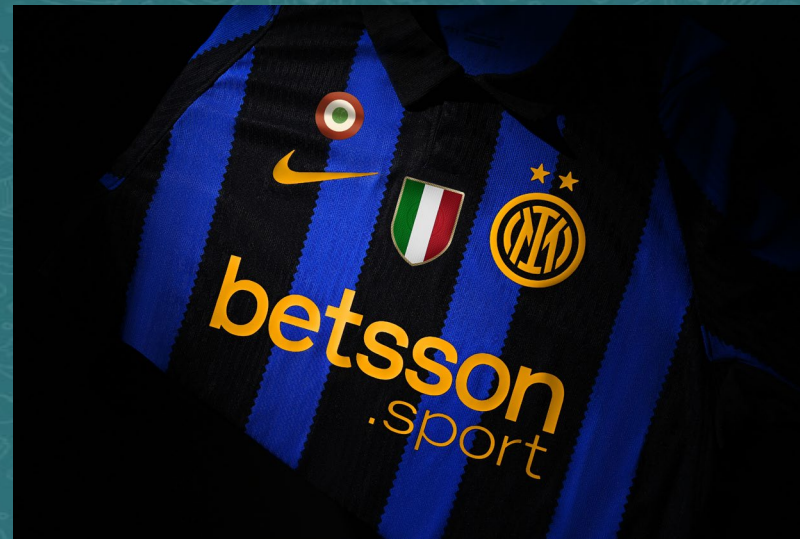
Rebranded betFIRST to
flagship brand Betsson



JERSEY SPONSORSHIPS



ITALY: Inter new
jersey for 2026/27



BELGIUM: Club Brugge
new away jersey for
2026/27



OUR MARKETS - SOME ACTIVITIES

EXISTING
MARKETS

NEW MARKETS

B2B

M&A



GLOBAL

Betsson was the official sports betting partner of the **Davis Cup**



Inter's women qualified for the **UEFA Women's Champions League** for the first time



Argentine derby as Racing Club and Boca Juniors go head-to-head in the **Copa Argentina** quarter-finals

One of Colombia's biggest football stars, **James Rodríguez** signed with **Atlético Nacional**



OUR MARKETS - SOME ACTIVITIES

EXISTING
MARKETS

NEW MARKETS

B2B

M&A



Global: Bespoke content strengthens differentiation - capitalising on sponsorship assets



Gates of Inter: Another sponsorship slot, built on a proven game engine

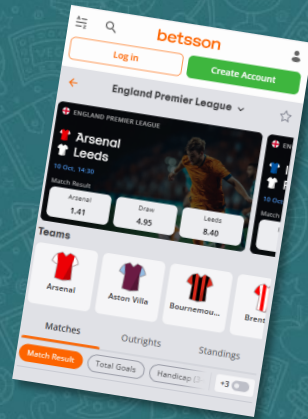


PRODUCT & TECHNOLOGY DEVELOPMENT



Sportsbook:

- Expanded betting offering during stoppage time in football matches
- Team/Player pages launched across top tier European football competitions



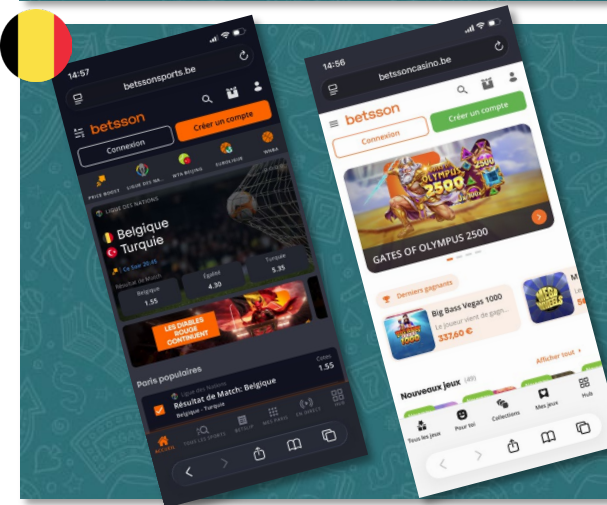
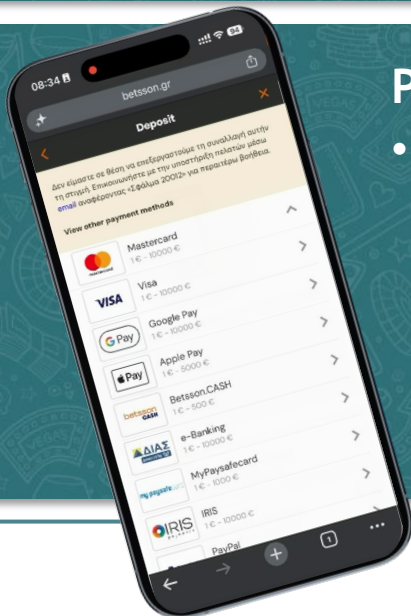
Casino:

- 478 new games released
- 40 games with exclusivity
- New slots suppliers launched in several markets



Platform

- Introduced new onboarding and payment options across key markets



Integration of betFIRST and rebranding

- Migrated to inhouse platform
- Relunched under the Betsson brand

SPORTSBOOK UPDATE

~25-30%

of Group revenue
from our proprietary
sportsbook

50+

sports and betting
categories offered
in 2026

100.0%

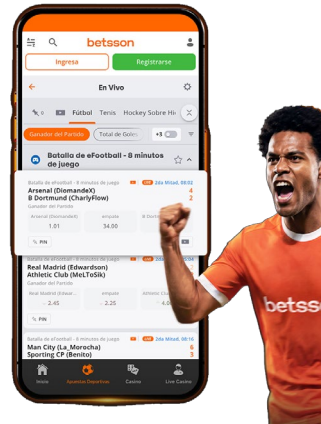
uptime during
the World Cup

800k+

Customers served,
and 20m+ bets during
the World Cup

Built in-house, in the cloud

Most major international operators run an in-house sportsbook. Ours is proprietary and built on state-of-the-art cloud technology.



Football leads the way

Largest category, with our broadest and deepest offering. Benchmarking places us among the absolute leaders in markets, unique bet types, features and Bet Builder.



LAUNCHED

Q3 2026

STATUS

Registered public benefit
foundation

Bringing together Betsson's
charitable, community and sports-
related initiatives under one
organisation



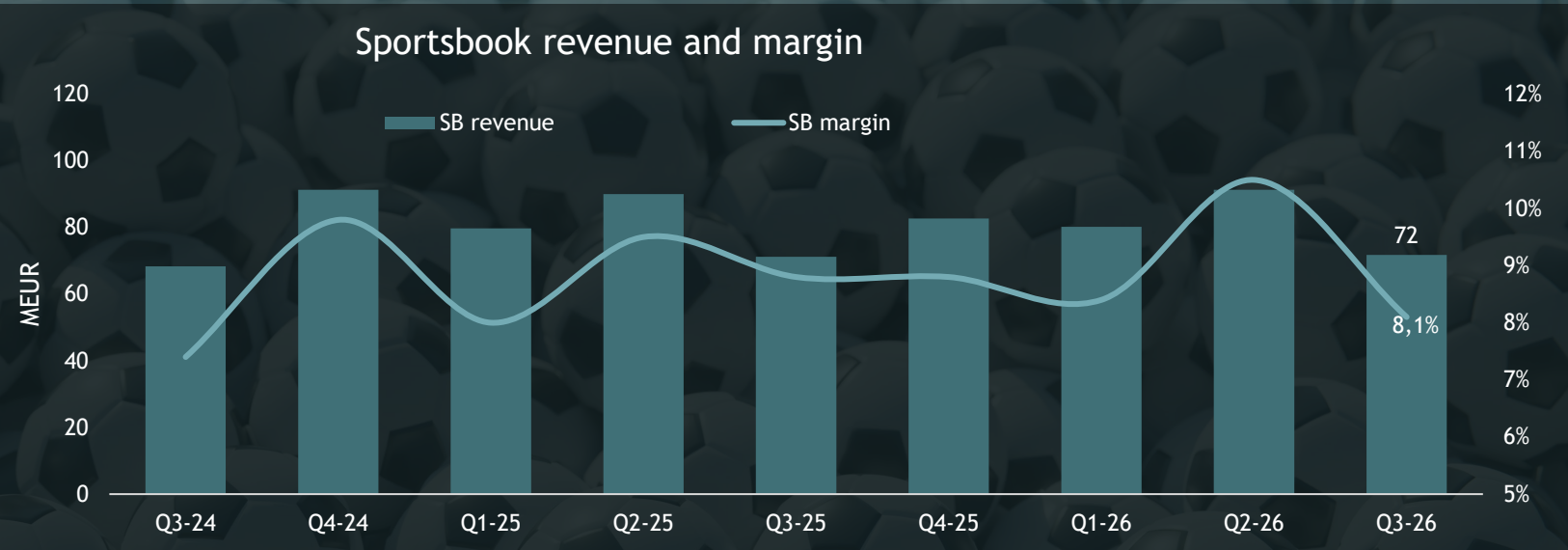
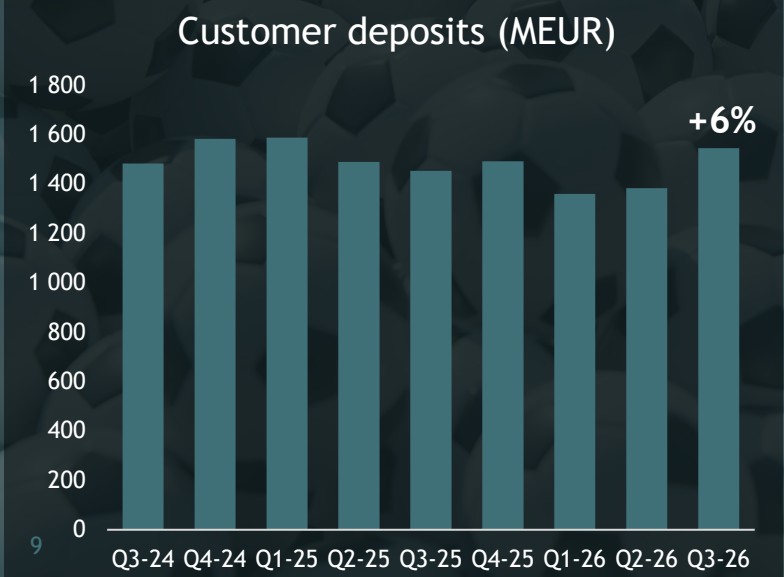
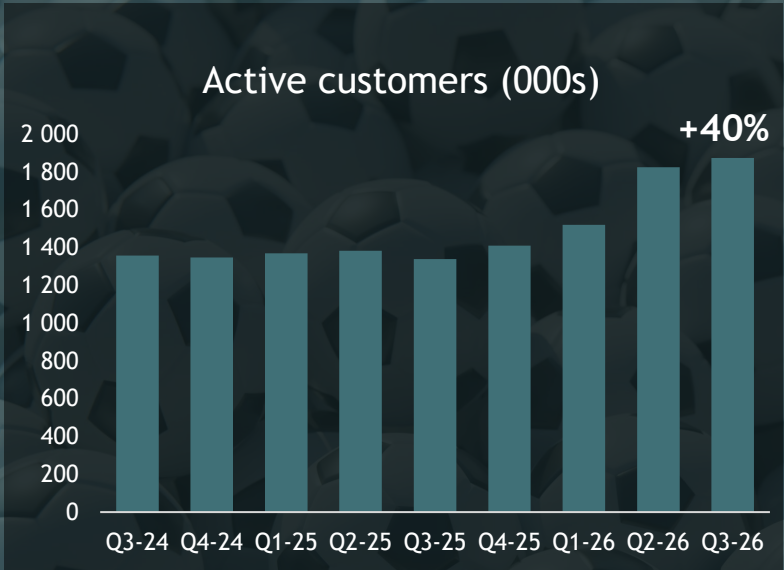
A long-standing commitment

For many years, Betsson has contributed to a wide range of social impact initiatives by supporting organisations and local communities across its markets and office locations

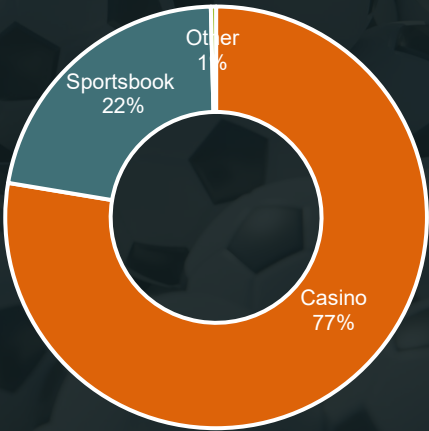
Why it matters

The launch of the Betsson Foundation strengthens our ability to support the people, programs and organisations making a positive difference in our communities

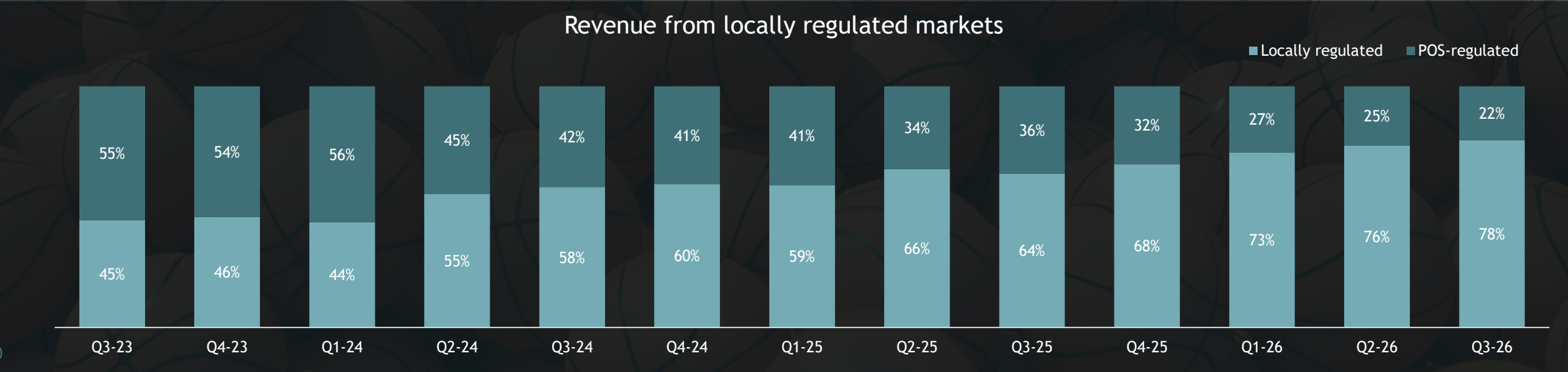
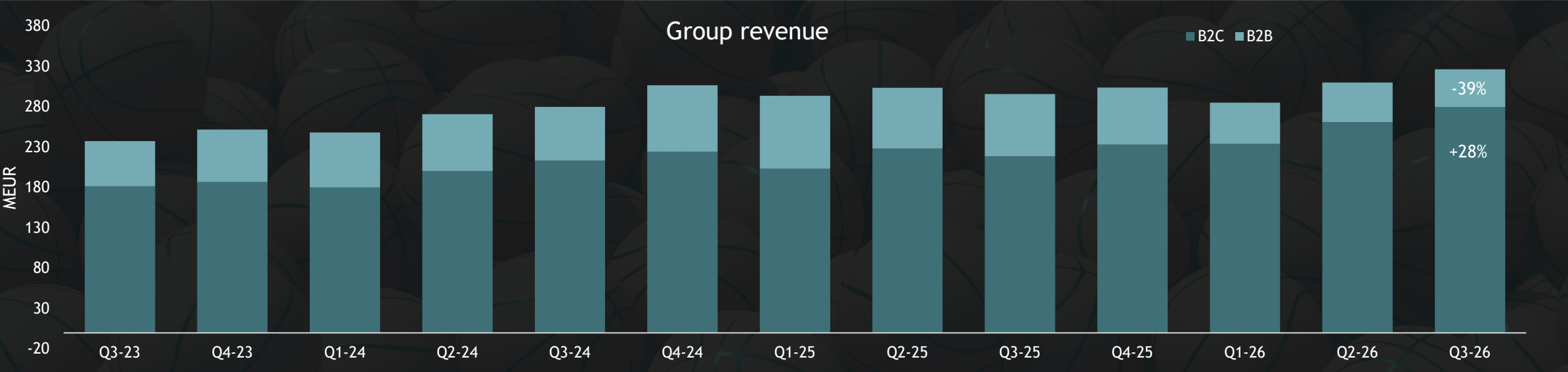
CUSTOMER ACTIVITY AND UNDERLYING KPIs



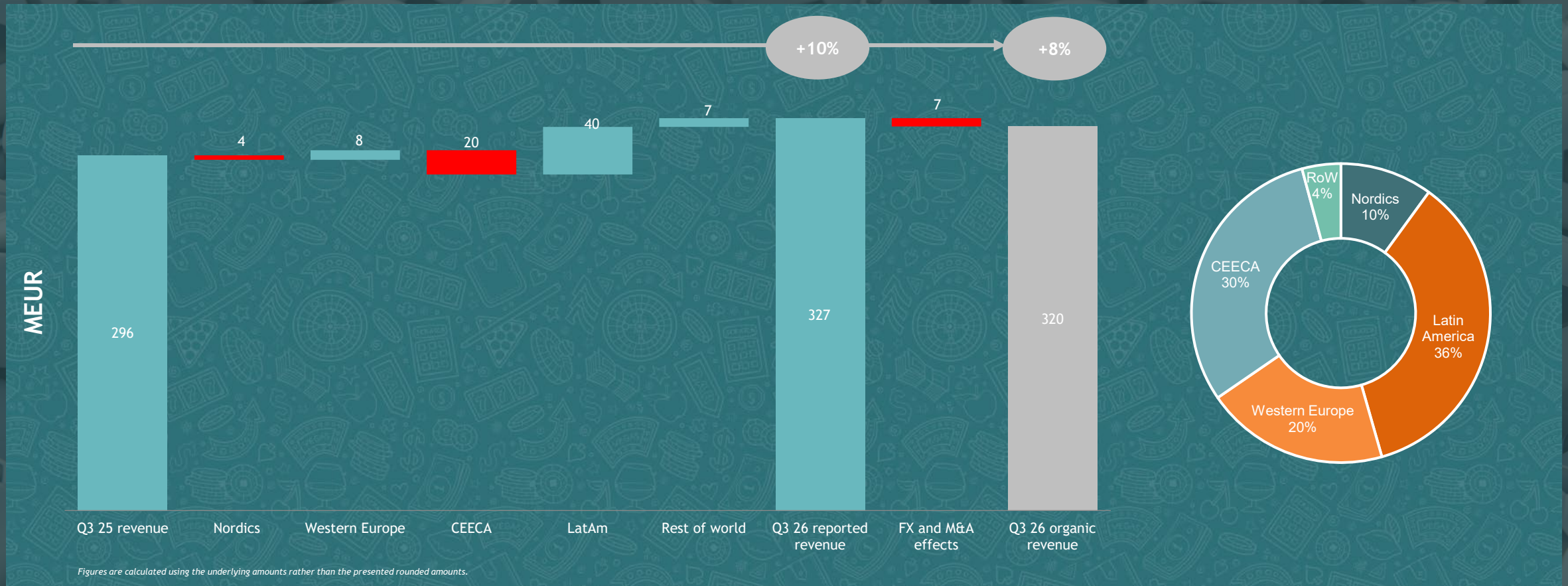
Sportsbook turnover	+8%
Sportsbook margin	8.1% (8.8%)
L2Y average SB margin	9.0%
Sportsbook revenue	+1%
Casino turnover	+7%
Casino revenue	+14%



REVENUE DEVELOPMENT BY QUARTER



REVENUE DEVELOPMENT BY REGION YOY



EBIT DEVELOPMENT YOY



MEUR	Q3 2026	Q3 2025
Revenue	327	296
Gross profit	181	190
Gross profit margin	55.5%	64.2%
Opex	135	123
EBIT	46	67

CASH FLOW & FINANCIAL POSITION

- Operating cash flow
 - Decreased operating income
 - Positive working capital effect, mainly from decreased payment services provider balances
- Investments
 - Acquisition of Rhino Entertainment Group
 - Investments in own product/tech development
- Financing activities
 - Dividends to minority owners of subsidiaries
 - Lease payments
- Net cash of 98 (220) MEUR at end of Q3
 - Net debt/EBITDA: -0.4x (-0.7x)
 - Equity/assets: 61% (60%)

MEUR	Q3 2026	Q3 2025
Operating cash flow	55	65
Cash flow from investing activities	-75	12
Cash flow from financing activities	-4	-8
Cash flow for the period	-25	69
Cash and cash equivalents, end of period	285	394

Q4 2026 TRADING UPDATE*

Average daily revenue up to and including 18 October was 11.0% higher than the average daily revenue of the full quarter of Q4 2025.

During the start of October, the sportsbook margin has been significantly lower than the rolling two-year average

** This is not a revenue forecast, only an indication of how the fourth quarter of 2026 has started.*



SUMMARY Q3 2026

- Record levels in group revenue, casino revenue and active customers
- B2C continued to be the growth engine with all-time high revenue
- Strong growth in Latin America, revenue +52 YoY. Our investments in products, brands and marketing continue to strengthen our positions in the region
- Revenue mix, higher gaming taxes and lower sportsbook margin had a negative impact on the gross margin and EBIT margin in the quarter
- Acquisition of Rhino Entertainment Group completed in August, contributed to revenue and earnings for the quarter
- Positive start to Q4 with average daily revenue +11% vs Q4-25

Q&A



FINANCIAL CALENDAR



4 February 2027
Q4 2026 results



27 April 2027
Q1 2027 results



16 July 2027
Q2 2027 results



26 October 2027
Q3 2027 results



4 February 2028
Q4 2027 results

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