

## Betsson & Sustainability – Policy and framework summary

This summary is based on Betsson's Sustainability policy (the "Policy") and framework and aims to convey its most important principles.

### Responsible business putting the player first

Betsson's success is based on the ability to always put the customer experience at the centre of attention and to offer products and entertainment that exceed the customers' expectations. A strategic approach to sustainability and responsible business is a prerequisite to remain relevant in regulated and rapidly changing markets. More specifically, a responsible business is about meeting legal requirements and running a sound business, work for long-lasting customer relationships, strive to be the best place to work and do better for the environment and society.

To focus and structure our efforts, Betsson has developed a strategic Sustainability Framework. The framework is based on five focus areas: Responsible Gaming, Business Compliance, Employee Impact, Social Impact and Climate Impact. Each area within the framework includes defined ambitions, goals and KPIs. Betsson's endeavours within the Sustainability Framework are mapped against several of the U.N. Sustainability Goals (SDGs) to demonstrate where Betsson aspires to make an impact globally. Betsson is an official participant in the U.N Global Compact initiative, and therefore has pledged to align the Group's strategies and operations with the ten principles on human rights, labour, environment, and anti-corruption, and to take action to advance societal goals such as the SDGs.

### Betsson's Sustainability Framework

**Responsible gaming** is at the core of the sustainability framework. As a gaming company, Betsson has a responsibility to provide customers with the right conditions to enable them to control their gaming and have a healthy relationship to gaming. In addition, Betsson must identify and always help customers at risk of problem gambling.

**Compliance** with laws, rules, and ethical standards in the jurisdictions in which Betsson operates is the foundation of a sustainable business model. Betsson also works to ensure that gaming legislation is sustainable in the long term, which means that legislation must ensure a high degree of channelisation as well as player protection, while also considering individual player preferences.

Betsson's ambition is to be the **Employer of Choice** – the first choice for both current and potential employees. Attracting talent with the right skills, retaining, and developing employees is an important part of Betsson's winning concept.

From a **Social Impact** perspective, Betsson shall have a positive impact on societies where the Group operates. In addition to adapting to world events and directing its support where it is most needed, Betsson focuses its social impact efforts on three main areas: sports, diversity, and environment.

Last, but not least, Betsson will contribute to reduce its **Climate Impact** by counteracting climate change and reduce its greenhouse gas emissions in accordance with Science Based Targets (SBT).

### Governance of Sustainability

Betsson's work within sustainability is codified in the Policy which is reviewed and adopted by the Board of Directors in Betsson AB (publ) on a yearly basis. The Board of Directors is responsible for identifying how sustainability issues affect risks and business opportunities for the Group and

is provided with a yearly update on the Group's work with sustainability, while the Audit Committee is updated throughout the year.

Betsson has established a Sustainability Forum with members at management level, including the President & CEO, which has the overall responsibility to ensure that the organisation implements and follows up on the framework. A Sustainability Working Group runs and evaluates the activities related to the goals in the framework and reports progress to the Sustainability Forum.

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