

## Betsson AB (publ) - Remuneration Report 2024

### Introduction

This report describes how the guidelines for executive remuneration (the “Remuneration Guidelines 2024”) of Betsson AB (publ) (“Betsson” or the “Company”), which were adopted by the Annual General Meeting (the “AGM”) 2024, were implemented in 2024. The report also provides information on the remuneration to the CEO and includes a summary of the Company’s short- and long-term variable remuneration programs for senior executives. The report has been prepared in accordance with the Swedish Companies Act (2005:551) and the Stock Market Self-Regulation Committee’s *Rules on Remuneration of the Board and Executive Management and on Incentive Programmes*.

Further information on executive remuneration is available in note 7 (Employees, salaries, and fees) on pages 84–87 in the Annual and Sustainability Report 2024 (the “Annual Report 2024”). Information on the Remuneration Committee’s work in 2024 is included in the Corporate Governance Report on page 53 of the same report.

This report does not cover the remuneration resolved by the AGM, which includes remuneration to the Board of Directors (the “Board”). For more information on Board remuneration, see page 51 in the Corporate Governance Report and note 7 on page 85 in the Annual Report 2024.

No comments were made regarding the 2023 Remuneration Report in connection with the 2024 AGM proceedings.

### Key developments 2024

In 2024, Betsson delivered the best year ever in terms of revenue and operating profit (EBIT). For the full year, revenue increased by 17 percent to MEUR 1,107 and operating profit increased by 22 percent to MEUR 257. Organically, revenue increased by 41 percent for the year. The strong performance was driven by disciplined capital allocation, geographical diversification, and investments in new markets, as well as continuous strengthening of the product offering. The CEO summarises the group’s overall performance in “CEO’s statement” on pages 12–13 in the Annual Report 2024.

### The Company’s Remuneration Guidelines

#### **Scope, purpose, and deviations**

The Company’s business strategy is based on the company values and rests on three pillars: Talented people, Quality products and Operational excellence. A prerequisite for the successful

implementation of the Company's business strategy and safeguarding of its long-term interests, including its sustainability, is the ability to recruit, motivate, retain, and reward qualified personnel. The Company's Remuneration Guidelines enable the Company to offer executive management a competitive total remuneration. According to the Remuneration Guidelines, executive remuneration shall be on market terms and may consist of the following components: fixed salary, results-based variable salary, as well as pension and other benefits.

### **Implementation 2024**

The Remuneration Guidelines were implemented in 2024. There have been no deviations from the Remuneration Guidelines or from the decision-making process that, according to such, is to be applied to determine the compensation. No remuneration has been clawed back.

The Remuneration Guidelines can be found on pages 54–55 in the Annual Report 2024 and on the Company's website, [www.betssonab.com/](http://www.betssonab.com/), under the Corporate Governance section, where the auditor's report regarding the Company's compliance with the Remuneration Guidelines is also available.

### **CEO salary**

The Board annually conducts a review of the CEO's remuneration. This is done to, inter alia, ensure that the compensation is competitive in terms of market levels and aligned with the Remuneration Guidelines and the Company's strategy.

As a result of the review, the CEO's salary for 2025 has been increased by approximately 4.1 percent. The salary increase was motivated by increased growth and the complexity to the business and in the light of the Group's performance in 2024, with the share price increasing by 32 percent (excluding dividends), revenue increasing by 17 percent (from MEUR 948 to MEUR 1,107) and EBIT increasing by 22 percent (from MEUR 211 to MEUR 257).

The CEO salary increase is in line with the salary increase of the Company's general workforce for 2025. The CEO salary 2025 is also in line with the median of peers in European listed companies in the consumer services sector.<sup>1</sup>

The CEO's total remuneration is in line with the Remuneration Guidelines.

### **Total remuneration to the CEO – Table 1**

The below table shows the total remuneration for the CEO during 2024 and 2023, on an annualised basis, divided into different forms of remuneration:

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<sup>1</sup>Basic-Fit NV, Compagnie des Alpes SA, eDreams ODIGEO SA, Evoke Plc, Evolution Plc, Greek Organisation of Football Prognostics SA, INTRALOT SA, La Française des Jeux SA, Pierre & Vacances SA, Playtech Plc, Rank Group Plc, Scandic Hotels Group AB, Skistar AB, Sportradar Group AG.

Table 1 – Total CEO remuneration (K EUR)

| CEO remuneration (K EUR) | Year | Fixed remuneration |                | Variable remuneration |                     |                            |                 |                    | Proportion of total remuneration |                     |
|--------------------------|------|--------------------|----------------|-----------------------|---------------------|----------------------------|-----------------|--------------------|----------------------------------|---------------------|
|                          |      | Base salary        | Other benefits | One-year variable     | Multi-year variable | Subsidy payment/cash bonus | Pension expense | Total remuneration | Proportion fixed                 | Proportion variable |
| Pontus Lindwall          | 2024 | 637                | 7              | 1 236                 | 1 236               | 104                        | 219             | 3 424              | 25%                              | 75%                 |
| (CEO)                    | 2023 | 589                | 7              | 1 171                 | 565                 | 0                          | 210             | 2 542              | 32%                              | 68%                 |

- 1) Except for multi-year variable remuneration, the table reports remuneration earned in 2024-2023.
- 2) Multi-year variable remuneration is reported if vested in 2024, as set out in Table 2 below (as applicable).
- 3) Disbursement of any payments may or may not have been made the same year.
- 4) Other benefits include expense of company car and health insurance.
- 5) Pension expense, which in its entirety relates to Base salary and is premium defined, has been counted entirely as fixed remuneration.
- 6) A correction has been made
  - regarding the reported figures for the 2023 year 'base salary' and 'other benefits'. In this table, 'other benefits' amounting to KEUR 7 has been stated separately (but in the remuneration report 2023 this was shown together with the base salary, hence amounting to KEUR 596).
  - regarding the 'multi-year variable' this figure has been corrected from "0" in the Remuneration report 2023 to KEUR 565 in this Remuneration report 2024.
- 7) To stimulate participation in the Call Option Scheme 2021-2024, the Annual General Meeting 2021 resolved to offer a cash bonus corresponding to the option premium in respect of series A options. No subsidy was paid by the Company for the participant's acquisition of series B options.

### Long-term share-based variable remuneration

#### **Background**

Betsson currently has one call option scheme and one employee stock option scheme (2022/2025) running, as well as two performance share plans (PSP 2023 and PSP 2024).

Additional information regarding the Company's share-based programs, in addition to what is set out below, is available in note 7 (Employees, salaries and fees) on pages 85–87 in the Annual Report 2024.

#### **Performance Share Plan 2024**

During 2024, a second performance share plan was introduced (the "Performance Share Plan 2024").

Under the Performance Share Plan 2024, participants receive performance share rights free of charge. Based on the achievement of performance conditions over a three-year period, from 1 January 2024 to 31 December 2026 (the "Performance Period"), shares are allocated to participants during the second quarter of 2027. The vesting period runs from 1 June 2024 for three years.

The maximum compensation is 225 percent of the participant's individual fixed gross salary at the start of the program. The number of performance shares allocated to participants will be reduced if the share price at the end of the program exceeds 200 percent of the share price at the start of the program.

The Company's performance is measured against four performance conditions (the "Performance Conditions"):

- Revenue: Total revenue during the Performance Period.
- EBIT: Total EBIT during the Performance Period.
- Operating cash flow: Total operating cash flow during the Performance Period.
- ESG: AA rating given by MSCI (Morgan Stanley Capital International) at the end of the Performance Period.

The Performance Conditions have been chosen as they are considered to be the key indicators in driving the Company's underlying performance and contributing to its long-term development. Although two of the Performance Conditions (revenue and EBIT) are the same as in the short-term incentive programs, the Board believes that the fact that the performance period is considerably longer (quarterly in the short-term incentive programs compared to three years in the Performance Share Plan) justifies the choice of the Performance Conditions. Furthermore, the Board believes that these two programs together provide incentives for participants to perform both in the shorter and longer term.

MSCI ESG has been chosen as it is an external, well-established, and unsolicited ESG rating. The MSCI AA rating is considered very strong (a so-called "leader"), particularly within Betsson's industry. The requirements under this rating are expected to increase, and the AA rating is therefore seen as a target that will i) continue to drive internal ESG efforts and ii) challenge the Company to evolve to maintain its position as a leader. The Board believes that this goal will maximize the shareholders' value.

The targets are especially geared to reward achievement that exceeds the targets. The table below summarizes the target levels for the Performance Conditions and pay-out levels (as a percentage of the base salary):

| MEASURE             |             | Min   | Level 1 | Level 2 | Max    |
|---------------------|-------------|-------|---------|---------|--------|
| Revenue             | Achievement | 97%   | 101%    | 106%    | 112%   |
|                     | Pay-Out     | 6.7%  | 13.3%   | 41.7%   | 71.7%  |
| EBIT                | Achievement | 97%   | 101%    | 106%    | 112%   |
|                     | Pay-Out     | 6.7%  | 13.3%   | 41.7%   | 71.7%  |
| Operating cash flow | Achievement | 97%   | 101%    | 106%    | 112%   |
|                     | Pay-Out     | 6.7%  | 13.3%   | 41.7%   | 71.7%  |
| ESG                 | Achievement | n/a   | AA      | AA      | AA     |
|                     | Pay-Out     | n/a   | 10.0%   | 10.0%   | 10.0%  |
| Total               | Pay-Out     | 20.0% | 50.0%   | 135.0%  | 225.0% |

The Company does not communicate financial guidance to the market regarding the Performance Conditions, with exception for the ESG target that is described above, in accordance with Company policy. Therefore, the Company will disclose the target levels for revenue, EBIT, and operating cash flow after the end of the program.

Participants in the Performance Share Plan are senior executives within Betsson group as recognised by the Board. The Performance Share Plan 2024 currently have a total of 14 participants. At maximum allocation of Performance Shares, the number of shares under the Performance Share Plan currently amount to 923,230 series B shares in Betsson, corresponding to a dilution effect of approximately 0.6 percent of the share capital and approximately 0.3 percent of the votes.

A third Performance Share Plan will be proposed to the AGM 2025 under the same framework as the 2024 program.

### **Call option and Employee stock option plan 2022/2025**

Before 2023, a call option scheme and an employee stock option scheme were introduced annually. There is currently one remaining call option scheme and one employee stock option scheme (2022/2025) still running. The CEO and senior executives residing in Sweden are part of the call option scheme and senior executives residing outside of Sweden are part of the employee stock option program.

The options are subject to three-year vesting periods with the possibility of exercise after such a vesting period. The options are issued at a fixed strike price of 130 percent of the market price of the share on the allocation date. The share-based remuneration has a cap corresponding to the share price paid before the launch of the programs multiplied by 2.6. The group has no obligation to settle the options in cash.

### **Call options**

The call options have been offered at market price and have been valued in accordance with the Black-Scholes option valuation model. Volatility has been determined based on historical volatility and expected volatility adjusted for business growth and stability of the Company and the industry.

The options have been issued in two series: Series A and Series B. The Board has decided to pay out a bonus corresponding to the initially paid option premium for the Series A options. Such pay-out is conditional upon the employee exercising the call options and remaining in the service of the group at the time of exercise. No bonus is paid for the Series B options.

At the end of the year, a total of 604,000 call options were outstanding, corresponding to a dilution effect of approximately 0.42 percent of the share capital and approximately 0.22 percent of the votes.

### **Employee stock options**

The employee stock options have been issued in two series: Series A and Series B. Participants receive an allocation of employee stock options under Series A and can then, provided the participants have invested in Betsson shares corresponding to the value of the call option plan's Series B, also receive options under Series B. Employee stock options are conditional upon the employee remaining employed and Series B is conditional of that the initial investment in Betsson shares has been retained.

At the end of the year, a total of 1,615,707 employee options were issued, corresponding to a

dilution effect of approximately 1.13 percent of the share capital and approximately 0.58 percent of the votes.

### **Programs that expired during 2024**

During 2024, the term for the 2021/2024 call option and employee stock option schemes expired.

For the call option scheme, in total, 595,000 call options were exercised. Of these, the CEO exercised 160,000 call options (acquiring 160,000 Betsson B-shares). For the employee stock option scheme, a total of 1,620,440 employee stock options were exercised (meaning that 421,519 Betsson B-shares were distributed to the participants).

### **Long-term share-based remuneration (CEO) – Tables 2 and 3**

In the below tables, the CEO's share-based remuneration is presented:

Table 2 – Share related remuneration to the CEO in Performance Shares

| CEO remuneration | The main conditions of the Performance Share Plan |            |              | Information regarding the reported financial year |                                       |                                     |                                  |
|------------------|---|------------|--------------|---|---------------------------------------|-------------------------------------|----------------------------------|
|                  | Name/ Duration of plan                            | Award date | Vesting date | Share awards held at beginning of the year        | Share awards received during the year | Share awards vested during the year | Share awards held at end of year |
| Pontus Lindwall  | 2023  | 2023-06-01 | 2026-05-31   | 0   | 159 163                               | 0                                   | 159 163                          |
|                  | 2024  | 2024-06-15 | 2027-05-31   | 159 163   | 150 762                               | 0                                   | 309 925                          |

Table 3 – Share related remuneration to the CEO in call options

| CEO remuneration | The main conditions of call options plans |            |                        |               |                                | Information regarding the reported financial year |                                   |                                   |                             |
|------------------|---|------------|------------------------|---------------|--------------------------------|---|-----------------------------------|-----------------------------------|-----------------------------|
|                  | Name/ Duration of plan                    | Issue date | Price per option (SEK) | Exercise date | Exercise price per share (SEK) | Options held at beginning of year                 | Options purchased during the year | Options exercised during the year | Options held at end of year |
| Pontus Lindwall  | 2021-2024                                 | 2021-08-20 | 3,21                   | 2024-09-06    | 90,80                          | 360 000   | 0                                 | 360 000                           | 0                           |
|                  | 2022-2025                                 | 2022-09-07 | 3,55                   | 2025-09-26    | 89,19                          | 304 000   | 0                                 | 0                                 | 304 000                     |

### Short-term variable cash compensation

#### **Background**

The Company has a short-term incentive plan for Betsson's senior executives within the group as determined by the Board.

#### **Application of performance criteria**

The variable cash remuneration for 2024 was based on quarterly targets for revenue and operating income (EBIT) as determined by the Board. To ensure delivery on both measures, the plan pay-out is based on the lower achievement of the two (e.g., if revenue performance is at 107 percent and EBIT at 96 percent, the pay-out will follow EBIT performance at 96 percent). An achieved quarterly bonus is paid out with six months delay, provided that the participant in the program remains employed within the group at the time of pay-out. This means that the bonus is paid during the earning year and the following year. The program has a cap and is limited to 200 percent of the base salary of the year that the bonus relates to (individual fixed gross salary).

The Company has chosen not to provide financial guidance regarding revenue and EBIT targets

and, therefore, cannot publish the targets for the 2024 program as it would deviate from such Company policy.

#### **Short-term variable remuneration programs (CEO) – Table 4**

In the below tables, the performance criteria, and the pay-out level for the CEO in 2024 and 2023, as established by the Board, are presented:

Table 4 – Variable cash remuneration to the CEO (KEUR)

| Year 2024             | Criteria: Both revenue and EBIT targets have to be reached in order to trigger bonus | Possible yearly bonus per exact criteria (K EUR) | Reached criteria during the year |         |         |         | Earned yearly bonus per criteria (KEUR) |
|-----------------------|--|--|----------------------------------|---------|---------|---------|---|
|                       |  | CEO  | 2024 Q1                          | 2024 Q2 | 2024 Q3 | 2024 Q4 | CEO                                     |
| Pontus Lindwall (CEO) | Not Reach level (<95%)   | 0  |                                  |         |         |         | 0                                       |
|                       | Almost Reach level (95%)   | 393  |                                  |         |         |         | 0                                       |
|                       | Reach level (100%)   | 786  | X                                |         |         |         | 201                                     |
|                       | Over-perform level (105%)  | 1 228  |                                  | X       |         |         | 351                                     |
|                       | Out-perform level (110%)   | 1 228  |                                  |         | X       | X       | 675                                     |
| <b>Totals</b>         |  |  |                                  |         |         |         | <b>1 228*</b>                           |

| Year 2023             | Criteria: Both revenue and EBIT targets have to be reached in order to trigger bonus | Possible yearly bonus per exact criteria (K EUR) | Reached criteria during the year |         |         |         | Earned yearly bonus per criteria (KEUR) |
|-----------------------|--|--|----------------------------------|---------|---------|---------|---|
|                       |  | CEO  | 2023 Q1                          | 2023 Q2 | 2023 Q3 | 2023 Q4 | CEO                                     |
| Pontus Lindwall (CEO) | Not Reach level (<95%)   | 0  |                                  |         |         |         | 0                                       |
|                       | Almost Reach level (95%)   | 251  |                                  |         |         |         | 0                                       |
|                       | Reach level (100%)   | 503  |                                  |         |         |         | 0                                       |
|                       | Over-perform level (105%)  | 938  |                                  |         |         |         | 0                                       |
|                       | Out-perform level (110%)   | 1 171  | x                                | x       | x       | x       | 1 171                                   |
| <b>Totals</b>         |  |  |                                  |         |         |         | <b>1 171*</b>                           |

\*The variable remuneration to the CEO is 200 percent of the fixed remuneration in SEK and any differences is due to the currency conversion.

#### Change of remuneration and Company performance over the last five reported financial years

##### **Remuneration and Company performance over the last five financial years – Table 5**

In the table below, the changes in the CEO's total remuneration, changes to the group's revenue and EBIT and the remuneration of an average full-time employee in the group and in the Company over the past five years are presented:

Table 5 – Development of remuneration and company performance over the last five reported financial years

|  | 2024       | 2023       | 2022       | 2021        | 2020       |
|--|------------|------------|------------|-------------|------------|
| CEO total remuneration (K EUR)                       | 3 424      | 2 542      | 1 744      | 1 744       | 931        |
| <i>of which CEO base salary (K EUR)</i>              | <i>644</i> | <i>596</i> | <i>603</i> | <i>603</i>  | <i>603</i> |
| <i>Yearly change total remuneration (%)</i>          | <i>35%</i> | <i>46%</i> | <i>0%</i>  | <i>87%</i>  | <i>30%</i> |
| Group Revenue (MEUR)                                 | 1 106,6    | 948,2      | 777,2      | 657,7       | 609,3      |
| <i>Yearly change (%)</i>                             | <i>17%</i> | <i>22%</i> | <i>18%</i> | <i>8%</i>   | <i>25%</i> |
| Group Operating Profit/EBIT (MEUR)                   | 256,7      | 210,5      | 117,6      | 117,6       | 107,3      |
| <i>Yearly change (%)</i>                             | <i>22%</i> | <i>79%</i> | <i>0%</i>  | <i>10%</i>  | <i>31%</i> |
| <u>Average remuneration of a full-time employee:</u> |            |            |            |             |            |
| The whole group (K EUR)*                             | 55,7       | 55,6       | 51,4       | 44,6        | 43,6       |
| <i>Yearly change (%)</i>                             | <i>0%</i>  | <i>8%</i>  | <i>15%</i> | <i>2%</i>   | <i>3%</i>  |
| The holding company (K EUR)**                        | 93,1       | 90,0       | 90,0       | 76,5        | 105,2      |
| <i>Yearly change (%)</i>                             | <i>3%</i>  | <i>0%</i>  | <i>18%</i> | <i>-27%</i> | <i>69%</i> |

Total remuneration refers to base salary, one-year and multi-year variable remunerations, other benefits and pension expenses.

\*Average remuneration in the total Group is reported excluding remuneration to CEO, management team and the Board in Betsson AB and subsidiaries.

\*\*Average remuneration in the holding company is reported excluding remuneration to CEO, the management team and the Board.

### **Shareholding requirement policy**

The Company has an internal policy on a shareholding requirement to align the interests of senior executives and shareholders and to strengthen management's commitment and thereby increase shareholder value and long-term value growth in the Company. According to the policy that were approved by the Board in 2023, each senior executive covered by the policy shall accumulate personal ownership of Betsson shares equivalent to a value of 100 percent of the annual base salary. The personal share ownership should be built up within a five-year period, which also applies to newly hired senior executives covered by the policy.

The CEO of the Company already holds 3.6 percent of the votes and 1.3 percent of shares in the Company. The value of his shareholding (based on the share price as of 31 December 2024) amounts to 3,665 percent of his 2025 base salary.

### **Updated Remuneration Guidelines**

Updated Remuneration Guidelines were adopted at the AGM 2024 in accordance with the Swedish Companies Act. Remuneration Guidelines shall be updated at least every fourth year, should not significant changes prompt a readoption prior that.

For the Remuneration Guidelines adopted 2024, editorial and minor changes were made as well



as clarifications regarding the components of the pension and the relative share of each form of remuneration in relation to the fixed base salary.

The proposed Remuneration Guidelines can be found on pages 54–55 in the Corporate Governance Report in the Annual Report 2024 and on the Company's website, [www.betssonab.com](http://www.betssonab.com) under the Corporate Governance section.

### **Performance Share Plan 2025**

A third performance share plan will be proposed to the AGM 2025 under the same framework as the 2024 program (the "Performance Share Plan 2025").

The Performance Share Plan 2025 will have a total of approximately 14 participants. At maximum allocation of performance shares, the number of shares under the Performance Share Plan 2025 will amount to 658,404 series B shares in Betsson, corresponding to a dilution effect of approximately 0.5 percent of the share capital and approximately 0.2 percent of the votes.

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Stockholm, April 2025

Betsson AB (publ)

*Board of Directors*