

INFORMATION
REGARDING PROPOSED
REDEMPTION OF
SHARES IN
BETSSON AB (PUBL)
2011

CONTENT

BACKGROUND AND REASONS	2
DESCRIPTION OF THE REDEMPTION PROCEDURE	3
TERMS AND CONDITIONS	5
FINANCIAL IMPLICATIONS FOR BETSSON	6
TAX ISSUES IN SWEDEN	7
QUESTIONS AND ANSWERS	9

DEFINITIONS

Betsson or the Company refers to Betsson AB (publ) or the Group in which Betsson AB (publ) is the parent company, depending on the context.

The Group refers to the group in which Betsson AB (publ) is the parent company.

NASDAQ OMX Stockholm refers to NASDAQ OMX Stockholm AB (The Stockholm Stock Exchange).

Euroclear refers to Euroclear Sweden AB.

MISCELLANEOUS

ISIN codes for the redemption shares:

Class A share: SE00 0242 3806
Class B share: SE00 0242 3814

Tickers for the redemption shares:

Class A share: BETS IL A
Class B share: BETS IL B

CALENDAR

Interim report first quarter 2011	28 April
Annual General Meeting	12 May
Interim report second quarter 2011	26 July
Interim report third quarter 2011	28 October
Year-end report 2011	10 February

THE REDEMPTION PROCEDURE IN SUMMARY

- Upon approval by shareholders at the Annual General Meeting on 12 May 2011, each Betsson share, both Class A and B shares, is split into two shares (share split) of which one will be named redemption share in the Euroclear system.
- The redemption share is automatically redeemed at SEK 7.00 in cash, with payment expected to be settled on 16 June 2011.
- The redemption procedure is automatic and requires no action from the shareholder.
- Record date for the share split and entitlement to redemption shares is 20 May 2011.
- Trading in redemption shares of Class B will take place on NASDAQ OMX Stockholm between 25 May-8 June 2011. Trading in redemption shares of Class A will be offered through Erik Penser Bankaktiebolag.
- Shareholders resident outside of Sweden may be liable to withholding tax upon the redemption of shares. No Swedish withholding tax should be levied on the sales proceeds received if the redemption shares are disposed of in the market during the trading period.
- For questions regarding the redemption procedure, please contact Betsson at +46 8 506 403 08.

This information brochure provides information on the Board of Directors' proposal of capital distribution to the shareholders of Betsson through an automatic redemption of shares. The purpose of this information brochure is to provide the shareholders of Betsson with information for the Annual General Meeting on 12 May 2011. This information brochure is not intended for shareholders whose participation in the redemption procedure requires additional information or the implementation of registration measures or other measures beyond those required by Swedish law. This information brochure may not be distributed to countries requiring additional information or measures pursuant to the preceding sentence or to countries in which distribution would conflict with applicable regulations. It is the responsibility of each individual to observe the restrictions ensuing from foreign law.

Erik Penser Bankaktiebolag has assisted the Company in compiling this information brochure and has relied on the information provided by the Company. Erik Penser Bankaktiebolag assumes no responsibility for the accuracy of the information in this information brochure or any decision taken based on the information in this brochure.

Disputes arising from the redemption procedure pursuant to this information brochure shall be settled exclusively by Swedish law in a Swedish court.

BACKGROUND AND REASONS

The Board of Directors proposes that the Annual General Meeting authorises distribution to shareholders of SEK 7.00 per share. This corresponds to a total amount of SEK 275.8 million. The proposed distribution is in line with the dividend policy, stating that the ordinary distribution may equal up to 75 percent of the consolidated profit after tax, provided that an appropriate capital structure can be maintained.

Betsson continuously evaluates potential acquisitions that may complement the Company with regard to geographic representation and product diversification. The intention

Betsson continuously evaluates potential acquisitions that may complement the Company with regard to geographic representation and product diversification

is that future acquisitions, even after the proposed redemption, will be financed either with the Company's own cash funds, with the Company's own shares, through external financing or a combination of the above.

The choice of financing will be based on the alternative which generates the highest shareholder value at any particular point in time.

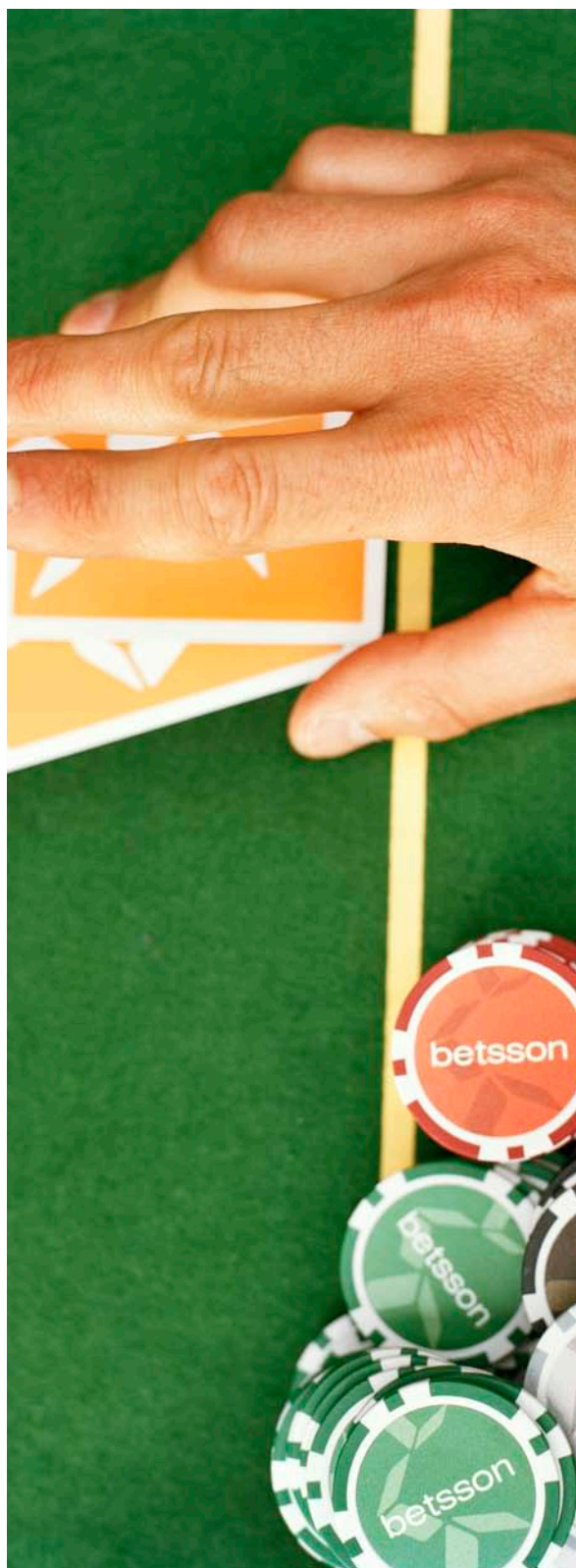
Provided that the Annual General Meeting of shareholders on 12 May 2011 approves the proposal of the Board of Directors, each Betsson share will be divided into two shares, of which one will be named redemption share. The redemption shares of Class B will be traded on NASDAQ OMX Stockholm between 25 May-8 June 2011. After this date, the redemption shares will be automatically redeemed for SEK 7.00 SEK in cash for each redemption share. No action is required by the shareholders to receive payment of the redemption settlement, which is expected to be made on 16 June 2011.

Additional information about the redemption procedure can be found in this brochure, which has been compiled for the Annual General Meeting on 12 May 2011 with regard to the proposed capital distribution to shareholders through an automatic redemption procedure.

Stockholm in April 2011

Betsson AB (publ)

The Board of Directors



DESCRIPTION OF THE REDEMPTION PROCEDURE

THE PROPOSAL OF THE BOARD OF DIRECTORS IN BRIEF

The Board of Directors proposes that the Annual General Meeting on 12 May 2011 authorises distribution of capital to shareholders through an automatic redemption procedure. Provided that the proposal is approved, each share is split into two shares of which one will be named redemption share. The redemption shares will be automatically redeemed at SEK 7.00 for each redemption share. The total capital distribution of the proposal amounts to SEK 275.8 million, considering that the Company currently holds 259,555 own shares of Class B.

Shareholders that are registered with Euroclear as of the record date, which is 20 May 2011, will be entitled to redemption shares. The last day of trading in Betsson shares including entitlement to redemption shares is 17 May 2011.

After having received the redemption shares, the shareholder has two options:

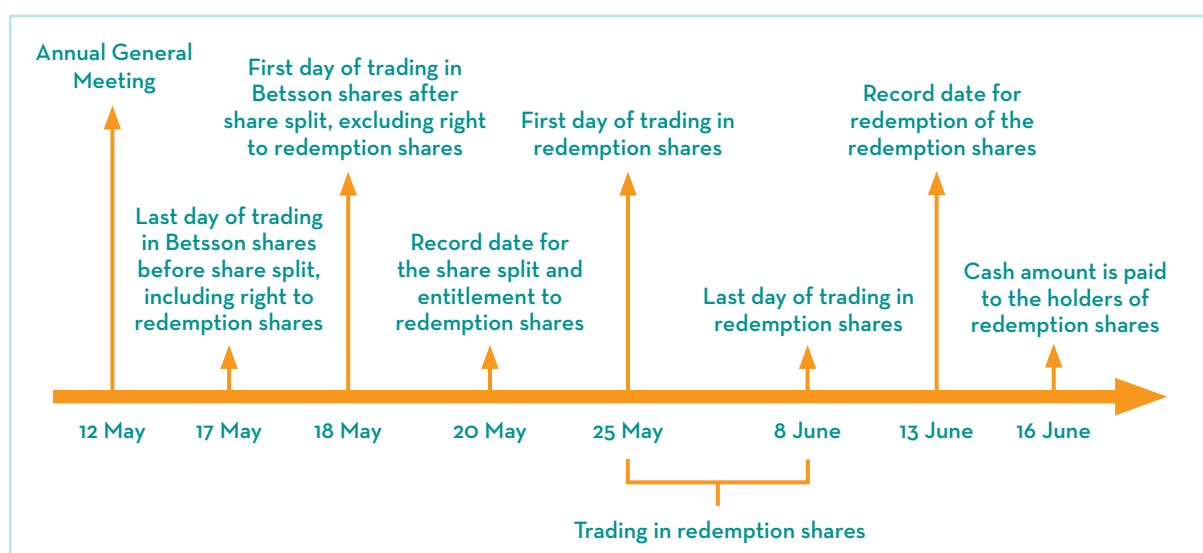
Alternative 1:

Receive payment of SEK 7.00 in cash for each redemption share. This payment will be settled automatically unless alternative 2 below is chosen.

Alternative 2:

Sell the redemption shares on NASDAQ OMX Stockholm (Class B shares) or through Erik Penser Bankaktiebolag (Class A shares) during the trading period of 25 May–8 June 2011. **Shareholders resident outside of Sweden may have a favourable tax situation when selling the redemption shares instead of having them redeemed.**

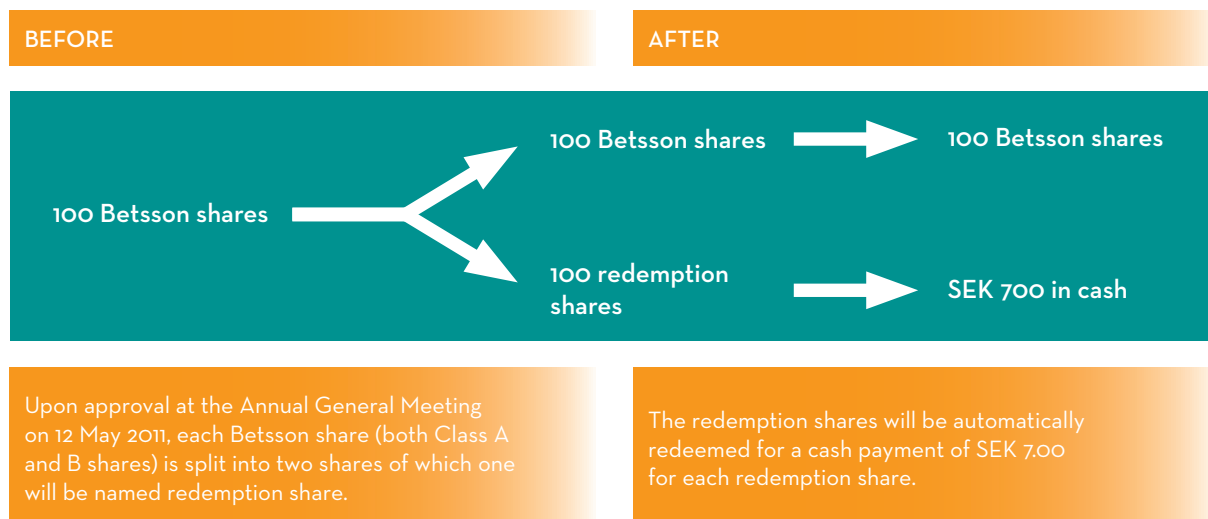
TIME PLAN



IMPORTANT DATES

17 May 2011	Last day of trading in Betsson shares before the share split, including the right to redemption shares
18 May 2011	First day of trading in Betsson shares after the share split, excluding the right to redemption shares
20 May 2011	Record date for entitlement to redemption shares
25 May–8 June 2011	Trading in redemption shares on NASDAQ OMX Stockholm (Class B shares) or through Erik Penser Bankaktiebolag (Class A shares)
16 June 2011	Payment in cash of redemption amount

THIS IS HOW IT WORKS



ILLUSTRATIVE EXAMPLE

As of the record date for the redemption procedure, you are the registered owner of 100 Betsson shares. In this example, the current share price is assumed to be SEK 130 per share. Hence, the value of your shares is:

- 100 Betsson shares x SEK 130 = SEK 13,000

When the redemption procedure starts, each share will be split into one Betsson share and one redemption share. Betsson will automatically redeem the redemption share for SEK 7.00 in cash. The theoretical price for the Betsson share after the split is calculated at approximately SEK 123, which equals the difference between the price per share before the split (SEK 130) and the value of the redemption share (SEK 7.00). The value of your holding then becomes as follows:

- 100 Betsson shares x SEK 123 = SEK 12,300
- 100 redemption shares x SEK 7.00 = SEK 700

Betsson will then redeem your redemption shares for SEK 7.00 each in cash. This does not require any action on the shareholder's part. After the redemption procedure is completed, you will hold:

- 100 Betsson shares x SEK 123 = SEK 12,300
- Cash payment for 100 redemption shares x SEK 7.00 = SEK 700

Hence, you will still own the same number of ordinary shares in Betsson as you did prior to the redemption. For a summary of tax consequences, please see the sections under the headings "Tax Issues in Sweden" and "Questions and Answers" for further information. The redemption shares of Class B will be traded on NASDAQ OMX Stockholm during the period of 25 May up to and including 8 June 2011, providing you as a shareholder the opportunity to sell your redemption shares. Shareholders of redemption shares of Class A may contact Erik Penser Bankaktiebolag at +46 8 463 82 78 in order to sell Class A redemption shares.



TERMS AND CONDITIONS

SHARE SPLIT AND REDEMPTION

Those registered with Euroclear as shareholders in Betsson on the record date for the share split, which is 20 May 2011, are entitled to redemption shares. Each Betsson share (both Class A and B) is split into two shares, of which one will be named redemption share in the Euroclear system. Each redemption share will be automatically redeemed for a cash payment of SEK 7.00.

LAST DAY OF TRADING IN SHARES INCLUDING THE RIGHT TO REDEMPTION SHARES

The last day of trading in Betsson shares before the share split and including the right to redemption shares is 17 May 2011. Starting 18 May 2011, the Betsson share is listed after the share split and excluding the right to redemption shares.

RECORD DATE

The record date at Euroclear for the share split of the Betsson share and entitlement to redemption shares is 20 May 2011. The redemption shares will thereafter be booked into the shareholder's securities account. The shareholder will receive a notice from Euroclear as confirmation of the number of redemption shares received.

PAYMENT OF REDEMPTION AMOUNT

In connection with the payment of the redemption amount, the redemption shares registered in the shareholder's securities account will be removed. A notice from Euroclear relating to this will not be sent out.

A cash payment of SEK 7.00 for each redemption share is expected to be made on 16 June 2011. Payment will be made through Euroclear to the yield account linked to the shareholder's securities account. A notice from Euroclear will be sent out as confirmation of payment.

SHARES REGISTERED WITH NOMINEES

Shareholders of Betsson whose shares are registered with a nominee, for example, a bank or other securities company, will receive redemption shares in accordance with information given by each nominee.

FOREIGN SHAREHOLDERS

Shareholders who are not tax resident in Sweden who participate in the redemption procedure and have shares redeemed are normally obliged to pay Swedish withholding tax on the redemption amount, see the section "Tax Issues in Sweden". Withholding tax will thus be withheld for foreign shareholders in connection with the payment of the redemption amount. However, no Swedish withholding tax should be levied on the sales proceeds received if the redemption shares are disposed of in the market during the trading period.

TRADING IN REDEMPTION SHARES

Trading in redemption shares of Class B will take place on NASDAQ OMX Stockholm during the period from 25 May up to and including 8 June 2011, under the ticker BETS IL B and with ISIN-code SE00 0242 3814. Banks and other securities companies with the necessary permits will assist with trading in redemption shares. Trading in redemption shares of Class A will be arranged by Erik Penser Bankaktiebolag, who can be contacted at +46 8 463 82 78.



FINANCIAL IMPLICATIONS FOR BETSSON

In order to illustrate how the redemption procedure would affect Betsson's and the Group's consolidated financial statements as of 31 December 2010, pro forma figures are presented below for certain balance sheet items as well as certain key ratios. The accounts are prepared assuming that the redemption procedure was completed as of 31 December

2010, fully financed by a decrease of the Company's cash and cash equivalents. The capital distribution from Betsson through the redemption procedure will only have a marginal effect on the Group's net interest income and on the result for the period. This effect is left out in the accounts below.

FINANCIAL EFFECTS OF THE REDEMPTION FOR THE GROUP, PRO FORMA

Key ratios as of 31 December 2010	Before redemption	Adjustments for redemption	Pro forma after redemption
Total equity including minority interests, SEK million	825.6	-275.8	549.8
Equity-to-assets ratio, % ¹	55.5	-10.1	45.4
Return on total capital, % ²	26.6	3.1	29.4
Return on equity, % ³	44.4	9.0	53.4

¹ Equity at the end of the period as a percentage of the balance sheet total at the end of the period.

² Income after financial items with the addition of financial expenses relative to average total capital.

³ Income after tax relative to average equity.

CHANGES IN SHAREHOLDERS' EQUITY IN THE GROUP, PRO FORMA

Equity as of 31 December 2010	Before redemption	Share split 2:1	Redemption of shares	Bonus issue	Pro forma after redemption
Equity, including minority interests					
Share capital, SEK million	79.3	-	-39.7	39.7	79.3
Other paid-in capital, SEK million	245.6	-	-	-	245.6
Reserves, SEK million	19.6	-	-	-	19.6
Retained earnings including annual income (including minority interests), SEK million	481.1	-	-236.1 ¹	-39.7	205.3
Total equity, SEK million	825.6	0.0	-275.8	0.0	549.8
Quotient value, SEK	2.00	1.00	1.00	2.00	2.00
Total number of shares, million	39.7	79.3	39.7	39.7	39.7

¹ Betsson currently holds 259,555 own shares of Class B which will be redeemed without compensation.

CHANGES IN SHAREHOLDERS' EQUITY IN THE PARENT COMPANY, PRO FORMA

Equity as of 31 December 2010	Before redemption	Share split 2:1	Redemption of shares	Bonus issue	Pro forma after redemption
Share capital, SEK million	79.3	-	-39.7	39.7	79.3
Statutory reserve, SEK million	253.3	-	-	-	253.3
Total restricted equity, SEK million	332.6	0.0	-39.7	39.7	332.6
Share premium fund, SEK million	13.3	-	-	-	13.3
Retained earnings including this year's profit, SEK million	739.8	-	-236.1 ¹	-39.7	464.0
Total unrestricted equity, SEK million	753.1	0.0	-236.1	-39.7	477.3
Total equity, SEK million	1,085.7	0.0	-275.8	0.0	809.9
Quotient value, SEK	2.00	1.00	1.00	2.00	2.00
Total number of shares, million	39.7	79.3	39.7	39.7	39.7

¹ Betsson currently holds 259,555 own shares of Class B which will be redeemed without compensation.

TAX ISSUES IN SWEDEN

The following is a summary of certain Swedish tax consequences that may arise from the proposed share split and redemption procedure for shareholders of Betsson. The summary is based on Swedish tax legislation as of the date of this information brochure and is intended only as general information for shareholders who are fiscally domiciled in Sweden, unless otherwise indicated. The summary does not include all tax consequences that may occur in this context. For instance, it does not cover the specific rules that in certain cases apply to shares in a closely held company (*Sw. fåmansföretag*), nor cases where shares are held by a partnership or held as current assets in a business operation. Special tax consequences that are not described below may also apply for certain categories of shareholders, including investment companies and mutual funds, as well as foundations and non-profit organisations. Each shareholder is recommended to consult a tax advisor for information with respect to the special tax consequences that may arise from the proposed share split and redemption procedure, including the applicability and effect of foreign tax legislation, provisions contained in tax treaties for the avoidance of double taxation or other rules which may be applicable.

SHARE SPLIT AND RECEIPT OF REDEMPTION SHARES

Taxation is not triggered by the share split or the receipt of redemption shares. However, the redemption or other disposal of redemption shares may trigger capital gains taxation, see the section "Redemption and Sale of Redemption Shares" below.

REDEMPTION AND SALE OF REDEMPTION SHARES

Individuals

Individuals are normally subject to capital gains tax when shares are sold or redeemed. The current tax rate on capital gains is, as a main rule, 30 percent.

The capital gain is calculated to equal the difference between the proceeds received when the shares are sold or redeemed, after deduction for potential sale expenses, and the acquisition cost for tax purposes. The acquisition cost is normally determined according to the so-called average method. This means that the cost of acquiring all shares of the same type and class as the divested share are added together and calculated collectively, with respect to changes to the holding. Alternatively, the so-called standard rule, according to which the acquisition cost is equal to 20 percent of the net proceeds received when the shares are sold or redeemed, may be applied to the disposal of listed shares and certain listed securities that are taxed in the same manner as shares. In the case of Betsson, the redemption shares of Class B will be listed on NASDAQ OMX Stockholm during the trading period of 25 May-8 June 2011. The redemption shares of Class A should not be classified as listed, despite the possibility to trade redemption shares of Class A through Erik Penser Bankaktiebolag.

Betsson will request the Swedish Tax Agency to issue recommendations regarding the allocation of the pre-split acquisition cost between the remaining shares and the redemption shares, respectively, see the section "Acquisition Cost of the Redemption Shares - Example" below.

As a main rule, 70 percent of a capital loss is deductible against any other taxable income from capital. Capital losses on listed shares and other listed securities taxed in the same manner as shares (except for listed shares in mutual funds containing only Swedish receivables), such as the redemption shares of class B, are, however, fully deductible against taxable capital gains on such assets or on non-listed shares in Swedish limited liability companies and foreign legal entities. Moreover, only five sixths of capital losses on non-listed shares in Swedish limited liability companies and foreign legal entities are deductible, which accordingly should be applicable to redemption shares of Class A in the case of Betsson.

If capital losses pertain to both listed and non-listed shares, the losses pertaining to the listed shares are deductible prior to the losses on the non-listed shares. 70 percent of any excess amount is deductible according to the main rule or five sixths of 70 percent is deductible if the capital loss relates to non-listed shares. Capital losses on listed shares in mutual funds containing only Swedish receivables are fully deductible in the income from capital category.¹

If a deficit arises within income from capital, a reduction of the tax on income from employment and from business operations, as well as the real estate tax and the municipal real estate fee, is allowed. The tax reduction amounts to 30 percent of any part of the deficit not exceeding SEK 100,000 and 21 percent of any part of the deficit in excess of SEK 100,000. Deficits may not be carried forward to a subsequent fiscal year.

Legal Entities

For limited liability companies and certain other legal entities, capital gains on shares that are held for business purposes are normally tax-exempt and capital losses on such shares are normally non-deductible. Non-listed shares are considered held for business purposes. Listed shares held as capital assets are considered held for business purposes provided that the holding represents at least 10 percent of the voting rights or if the shares are held for business reasons. Moreover, a holding period requirement applies in respect of listed shares.

For limited liability companies and other legal entities, capital gains on shares that are not tax-exempt are normally taxed as income from business activities at a flat rate of 26.3 percent. For the calculation of capital gains and losses, see the section "Redemption and Sale of Redemption Shares - Individuals" above.

A capital loss on shares incurred by a corporate shareholder may be offset only against taxable gains on shares or other securities that are taxed in the same manner as shares. Such

¹ It could be questioned whether the same rule should also apply in relation to mutual funds containing foreign receivables under the provisions on free capital movement in the Treaty on the Functioning of the European Union.

capital losses may, however, under certain circumstances, also be deducted against taxable capital gains within the same group of companies on shares and securities taxed in the same manner as shares, provided that the requirements for group contributions (tax consolidation) are met and both companies claim it in the same taxation year. Capital losses on shares and securities taxed in the same manner as shares which are not deducted within a certain year may be carried forward and offset against capital gains on such assets in future years without any limitation in time.

ACQUISITION COST OF THE REDEMPTION SHARES

Example

The pre-split acquisition cost is normally allocated between the redemption share and the remaining share based on their respective market value at the time of the share split. Recommendations as to the allocation are normally issued by the Swedish Tax Agency. Information about the recommendations is expected to be made available on the Swedish Tax Agency's website, www.skatteverket.se, and Betsson's website, www.betssonab.com, in the summer of 2011.

These principles are described in the following example.

Please note that the figures and amounts below only serve as an example.

A shareholder owns 100 Betsson shares of Class B with an average acquisition cost of SEK 100 per share immediately prior to the share split. It is assumed that the lowest price paid on the last day of trading in the Betsson shares of Class B before the split and separation of the redemption shares is SEK 130, that the redemption shares are listed and that the lowest price paid on the first day of trading in the redemption shares is SEK 7.00. Further, it is assumed that the Swedish Tax Agency based on this issues a recommendation that 5.38 percent (SEK 7.00 divided by SEK 130) of the pre-split acquisition cost should be allocated to the redemption share and that 94.62 percent should be allocated to the remaining share. Accordingly, the acquisition cost allocated to the redemption share should be SEK 5.38 (5.38 percent of SEK 100) and the acquisition cost allocated to each remaining share of Class B should be SEK 94.62 (94.62 percent of SEK 100).

Should the redemption shares be disposed of (through sale or redemption) at a price of SEK 7.00 per share, the total capital gain would be $(7.00 \times 100) - (5.38 \times 100) =$ SEK 162.

The acquisition cost for redemption shares that have not been acquired as a consequence of the share split is calculated using the average method. The calculation is based on the actual acquisition cost for such shares. When applying the average method, redemption shares and remaining shares are not considered to be of the same type and class.

The standard rule may be used when calculating the acquisition cost on listed shares. This means that if the acquisition cost of the redemption share in the example above was less than SEK 1.40, the standard rule would be more favourable, provided that the price paid for the redemption share is SEK 7.00.

SHAREHOLDERS NOT FISCALLY DOMICILED IN SWEDEN

Withholding Tax

For shareholders who are not fiscally domiciled in Sweden and not conducting business from a permanent establishment in Sweden, payments due to a reduction of the share capital by way of a redemption procedure are treated as dividend distributions, which normally means that a 30 percent Swedish withholding tax is levied on the redemption proceeds. The withholding tax rate is often reduced under tax treaties between Sweden and other countries.

The withholding of tax is normally effected by Euroclear or, if the shares are registered with a nominee, by the nominee. The withholding tax liability arises when the redemption proceeds are distributed. Please note that there should be no withholding tax on proceeds from the sale of redemption shares prior to the redemption date.

A shareholder may reclaim the amount of withholding tax that is attributable to an amount equal to the acquisition cost of the redemption share. Alternatively, the amount of withholding tax attributable to 20 percent of the redemption proceeds may be reclaimed, provided that the shares are listed. The acquisition cost should be calculated as explained in the section "Acquisition Cost of the Redemption Shares - Example". The refund application must be made in writing and submitted to the Swedish Tax Agency no later than by the end of the fifth calendar year following the redemption payment.

For shareholders that are legal entities resident within the EU, there is normally no Swedish withholding tax if the shareholder holds 10 percent or more of the capital in the company whose shares are redeemed, provided that certain conditions are met.

Income Tax

Generally, individual shareholders resident outside of Sweden are normally not liable to Swedish tax on the sale of shares. Shareholders can, however, be subject to taxation in their country of residence.

Individuals who are resident outside of Sweden which have previously been resident in Sweden may, however, be liable to tax on the sale of shares if they have been resident in Sweden or permanently lived in Sweden during the calendar year of the sale, or at any time during the ten preceding calendar years. The application of this rule may, however, be limited by tax treaties between Sweden and other countries.

Foreign legal entities are normally not liable to income tax on capital gains on Swedish shares unless the gains are connected to a permanent establishment in Sweden.

QUESTIONS AND ANSWERS

WHY IS BETSSON PROPOSING AN AUTOMATIC SHARE REDEMPTION?

The background for Betsson's high ambition for capital distribution to the shareholders is explained by strong cash flows and a positive view of the future and that forthcoming investments are within the current liquidity framework. A redemption procedure is a simple and efficient way for Betsson to distribute capital to the shareholders.

WHY IS THE CAPITAL NOT INVESTED IN THE BUSINESS INSTEAD OF BEING DISTRIBUTED?

The Board of Directors believes that the financial position of Betsson is satisfying and that the business may continue to develop with existing liquidity even after the proposed redemption procedure.

WHAT DOES THE AUTOMATIC REDEMPTION OF SHARES ENTAIL?

The automatic redemption entails that the shares that are named redemption shares in Euroclear, once the share split has taken place, will be redeemed in exchange for a predetermined cash consideration, with no need for any action on the part of the shareholders. It is a simple and efficient way for Betsson to distribute funds to shareholders.

Once the share redemption procedure is approved at the Annual General Meeting on 12 May 2011, you can await the redemption payment without doing anything

AS A SHAREHOLDER, DO I NEED TO DO ANYTHING?

Provided that the Annual General Meeting on 12 May 2011 approves an automatic redemption procedure in accordance with the Board of Directors' proposal, you as a shareholder do not need to take any action. Betsson will automatically redeem your redemption shares and you will receive SEK 7.00 in cash for each redemption share.

WHAT DAY WILL BE THE RECORD DAY?

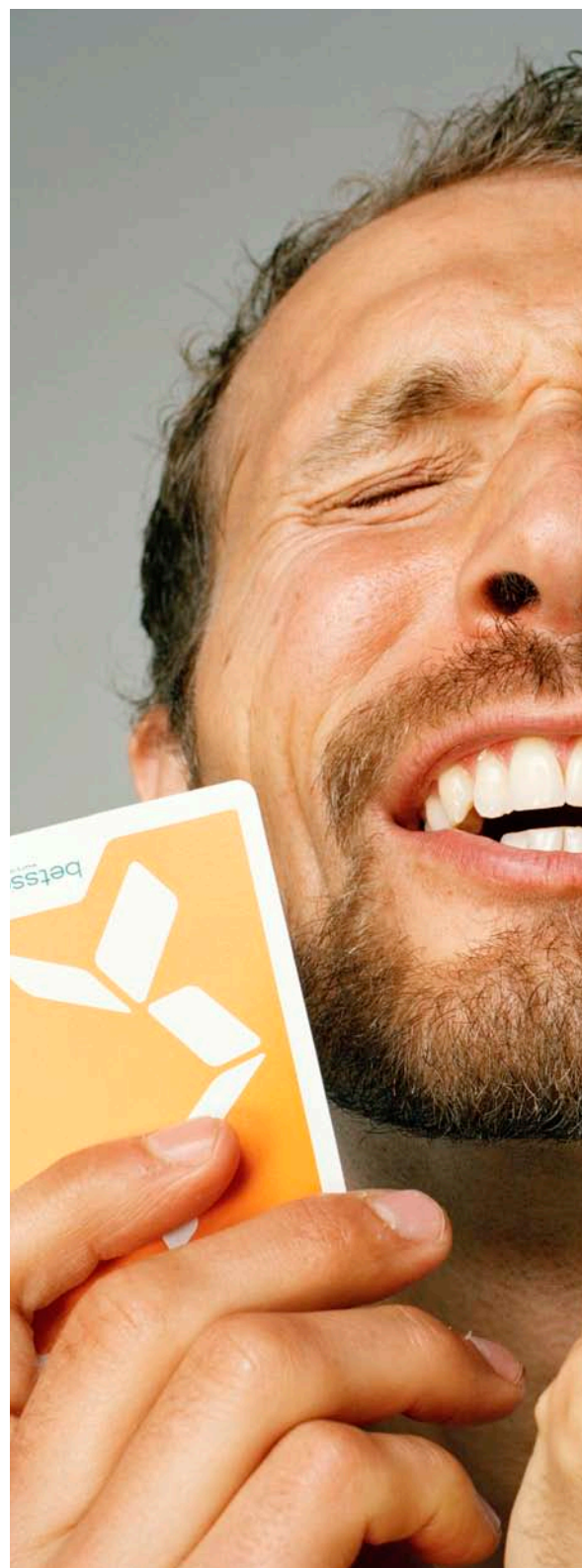
The record date for the share split and entitlement to redemption shares is 20 May 2011.

WHAT DAY IS THE LAST DAY TO BUY BETSSON SHARES IN ORDER TO RECEIVE THE REDEMPTION SHARES?

The last day of trading in Betsson shares including the entitlement to redemption shares is 17 May 2011.

WHAT OPTIONS DO I HAVE AS A SHAREHOLDER?

Once the redemption is approved at the Annual General Meeting on 12 May 2011, you can await the redemption procedure without doing anything. The redemption shares al-



located to you will be automatically redeemed at SEK 7.00 per share in cash. Alternatively, you may sell your redemption shares before the redemption procedure is completed. Trading in redemption shares will take place during the period from 25 May up to and including 8 June 2011.

WHEN IS THE REDEMPTION AMOUNT PAID TO HOLDERS OF REDEMPTION SHARES?

Payment for redeemed shares is estimated to be made on 16 June 2011.

CAN I SELL MY REDEMPTION SHARES OF CLASS A?

Trading in redemption shares of Class A will be arranged through Erik Penser Bankaktiebolag. Holders of redemption shares of Class A may contact Erik Penser Bankaktiebolag at +46 8 463 82 78.

HOW MANY SHARES WILL I HAVE?

You will have the same number of shares in Betsson before and after the redemption procedure is carried out, presuming that you do not buy or sell any Betsson shares. The redemption shares created through the share split will all be subject to automatic redemption.

HOW AND WHEN WILL THE BETSSON SHARE PRICE BE AFFECTED?

It is impossible to predict in detail how the share price will be affected by the split into Betsson shares and redemption shares. Theoretically, the price of the Betsson share should decrease by the redemption payment of the redemption share, that is, SEK 7.00. This share price change should occur two trading days prior to the record date for the split of the Betsson share.

WHY IS THE REDEMPTION PROCEDURE AUTOMATIC?

An automatic redemption procedure is a relatively simple and cost-efficient way of distributing funds to shareholders, since there is no need for action on the part of the shareholders.

WHAT ARE THE TAX CONSEQUENCES OF THE SHARE REDEMPTION PROCEDURE?

The tax consequences for shareholders will vary depending on each shareholder's particular situation. Certain tax consequences for Swedish and foreign shareholders are briefly described in the section "Tax Issues in Sweden". In case you need more information on your personal tax consequences, we recommend you to contact a tax advisor for assessment of possible tax consequences and any required measures.

Swedish shareholders

Upon the split of the Betsson share into two shares, of which one is named redemption share, the pre-split acquisition cost will be allocated between the remaining Betsson share and the redemption share. The redemption share is deemed as disposed of upon redemption. Any capital gain that arises will be subject to capital gains taxation. The capital gain is calculated as the difference between the redemption payment (SEK 7.00 per share) and the acquisition cost for the redemption share (see further an example under the heading "Tax Issues in Sweden").

Foreign shareholders

If you are tax resident outside of Sweden, you will normally be subject to withholding tax in Sweden on the redemption proceeds upon the redemption of shares, regardless of the redemption shares being received by way of the split or acquired in the market. The tax rate is 30 percent. However, this rate is often reduced under tax treaties between Sweden and other countries. A refund of the part of the withholding tax that is attributable to the acquisition cost of the shares or, where the shares are listed, 20 percent of the redemption proceeds, may be granted if a claim for refund is filed with the Swedish Tax Agency. No Swedish withholding tax should become payable if the redemption shares are sold.

WHAT WILL THE WITHHOLDING TAX RATE BE?

The withholding tax rate for shareholders tax resident outside of Sweden varies depending on the shareholder's tax residence. For further information, please visit the Swedish Tax Agency's website, www.skatteverket.se.



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