

Guidelines for Remuneration to Senior Executives in Betsson AB

The Board of Directors (the "Board") of Betsson AB ("Betsson" or the "Company") proposes that the Annual General Meeting 2024 approve the following guidelines for remuneration to senior executives in Betsson (the "Guidelines" or "Remuneration Guidelines") to be in effect until the Annual General Meeting in 2028, unless significant modifications of the Remuneration Guidelines become necessary, before such time.

The Remuneration Guidelines are applicable towards Board members, the CEO, and other members of Betsson AB's group management (collectively "Senior Executives").

Remuneration covered by the Remuneration Guidelines includes salary and other remuneration to Senior Executives. The Remuneration Guidelines do not cover remuneration decided by the General Meeting, such as the long-term share-related incentive programs.

The Guidelines' contribution to the Company's business strategy, long-term interests, and sustainability

The Company's business strategy is based on the strategic pillars of "Talented people, Quality products, and Operational excellence".¹ Successful implementation of the Company's business strategy and the realization of Betsson's long-term interests, including sustainability, requires that the Company has the ability to motivate, recruit, and retain qualified employees. This requires that Betsson can offer Senior Executives competitive total remuneration, which is enabled through these Guidelines.

Different forms of remuneration

Remuneration to Senior Executives shall be competitive and in line with market conditions and may consist of a fixed base salary, performance-based pay, pension, and other benefits. In addition, the General Meeting may decide on long-term share-related incentive programs or other compensation.

Regarding employment conditions for Senior Executives governed by other than Swedish rules, the composition of the total remuneration may be duly adjusted to comply with mandatory rules or local practice, by which the overall purpose of these Guidelines shall be taken into account to the extent possible.

Fixed base salary

The fixed base salary should form the basis of the total remuneration. The fixed base salary should be based on competence, benchmarking, responsibility, and performance. Individual performance should be monitored and constitute the basis for the annual review of the fixed base salary.

Performance-based pay

Performance-based pay should aim to promote the Company's business strategy and long-term interests, including its sustainability, by having a clear connection to, among others, long-term growth and profitability.

¹ For more information on the Company's strategy, see the Annual and Sustainability Report, which is available on the Company's website www.betssonab.com.

The performance-based pay shall be conditional on the Company achieving specific financial and measurable targets set by the Company's Board, and the remuneration shall vary based on the extent to which these goals are met or exceeded. The short-term performance-based pay may amount to a maximum of 200 percent of the fixed annual base salary and shall be paid with a six-month delay.

Pension

Pensions should be in line with market praxis and include pensions in accordance with applicable collective agreements as well as a supplementary pension. The regular retirement age should be 65 years. The supplemental pensions shall not exceed ten percent of the fixed annual base salary.

Other Benefits

Other benefits may, among others, include a company car and health insurance. Such benefits shall not exceed ten percent of the fixed annual base salary.

Termination of employment, severance pay and compensation for non-competition

Upon termination of a Senior Executive's employment, a mutual notice period of six months shall apply. In the event of termination by the Company, severance pay may be paid in an amount corresponding to a maximum of twelve months of fixed base salaries. There shall be no severance pay if the Senior Executive initiates the notice.

In addition, compensation for non-competition agreements may be granted. Such pay should compensate for potential income loss and shall only be paid to the extent that the former Senior Executive is not entitled to severance pay. The compensation shall, as a main rule, be based on the fixed base salary at the time of termination and shall not exceed 60 percent. The compensation shall be paid during the period of the non-compete, which, as a main rule, shall not exceed twelve months after the termination of the employment.

Salary and employment conditions for employees

In preparing the Remuneration Guidelines, the salary and the terms and conditions of employment for the Company's employees have been considered through, among others, gathering and taking into consideration information on the total remuneration for employees. Furthermore, the different forms of remuneration, the increase, and the increase rate over time have been part of the Remuneration Committee's and the Board's decision-making basis when evaluating the Remuneration Guidelines and assessing whether the Guidelines and the limitations that result from such are reasonable.

A summary of remuneration is presented in the Remuneration Report, which is prepared annually by the Board and submitted to the Annual General Meeting for decision.

Decision-making process for establishment, review, and implementation of the Remuneration Guidelines

The Company's Board has established a Remuneration Committee. The Committee's tasks include preparing the Board's decisions on proposals for Remuneration Guidelines.

The Remuneration Committee shall also annually follow up on and evaluate the Guidelines and their implementation. Furthermore, the application of remuneration structures and levels in the Company shall be reviewed annually.

Senior Executives shall not be present during the Remuneration Committee's or the Board's discussions and decisions on remuneration-related matters to the extent that they are affected by such matters.

The Board shall propose new remuneration guidelines at least every fourth year and present the proposal for decision at the General Meeting. The Remuneration Guidelines shall remain in effect until the General Meeting adopts new guidelines.

Deviation from the Remuneration Guidelines

The Board may temporarily decide to deviate from the Guidelines, in whole or in part, in individual cases where special cause exists, and a deviation is necessary in order to satisfy the Company's long-term interests and sustainability or to ensure the Company's financial viability.

Material changes and consideration of shareholders' opinions

In reviewing the Remuneration Guidelines, in addition to editorial and minor changes, clarifications have been made regarding components of the pension as well as the relative share of each form of remuneration in relation to the fixed base salary.

Shareholders have not expressed any opinions regarding the previous remuneration guidelines.

Stockholm, April 2024
Betsson AB (publ)
Board of Directors