

2024

INFORMATION REGARDING REDEMPTIONS OF SHARES IN BETSSON AB

Betsson AB (publ) is a holding company that invests in and manages fast-growing companies within online gaming. The company is one of the largest in online gaming in Europe and has the ambition to outgrow the market, organically and through acquisitions. This should be done in a profitable and sustainable manner, and with local adaptations.

Betsson AB is listed on Nasdaq Stockholm (BETS). www.betssonab.com

MANGOLD

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SUMMARY OF THE REDEMPTIONS PROCEDURES

- > Upon approval by shareholders at the Annual General Meeting on 7 May, 2024, each Betsson share is split into two shares (share split 2:1) of which one will be named redemption share in the Euroclear system.
- > In the Redemption procedures, the redemption shares are automatically redeemed for a redemption amount and payment takes place on two separate occasions. Payment is made at EUR 0.3225 per redemption share and occasion, corresponding to a total of EUR 0.645 for the Redemption procedures. Payout for the First redemption procedure is estimated to take place on 12 June, 2024, and payout for the Second redemption procedure on 3 October, 2024.
- > The Redemption procedures are automatic and requires no action from the shareholders.
- > In connection with the last day of trading including the right to the redemption share, an exchange procedure of the redemption proceeds takes place, from EUR to SEK. The cash payment of the redemption proceeds will be carried out in SEK.
- > The record date for the share split including the right to redemption shares for the First redemption procedure occurs on 17 May, 2024, and the record date for the share split including the right to redemption shares for the Second redemption procedure occurs on 10 September, 2024.
- > Trading with redemption shares of series B will take place on Nasdaq Stockholm and trading in redemption shares of series A will take place on Spotlight. Trading will take place during the period 21 May – 3 June, 2024, for the First redemption procedure and during the period 12 September – 25 September, 2024, for the Second redemption procedure.
- > Shareholders who reside outside of Sweden may be liable to withhold tax upon the redemption of shares. No Swedish tax should be withhold on the sales proceeds received if the redemption shares are disposed in the market during the trading period for unlisted instruments.
- > For questions regarding the Redemption procedures, please contact Betsson at Tel. No. + 46 (0)8 506 403 00, or email ir@betssonab.com.

CALENDAR

Interim report first quarter 2024	26 April 2024
Annual General Meeting	7 May 2024
Interim report second quarter 2024	19 July 2024

This information brochure provides information on the Board of Directors' proposal of capital distribution to the shareholders of Betsson through 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 7 May, 2024. The document is not a prospectus under the Act (1991:980) trading in financial instruments or other regulations.

This information brochure is not intended for shareholders whose participation in the Redemption procedures 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

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.

("Euroclear") refers to Euroclear Sweden AB.

("First redemption procedure") refers to the redemption procedure with record date on 17 May, 2024.

("Second redemption procedure") refers to the redemption procedure with record date on 10 September, 2024.

The ("Redemption procedures") refers to both the First and Second redemption procedure.

("Mangold") refers to Mangold Fondkommission AB.

("Nasdaq Stockholm") refers to Nasdaq Stockholm AB (The Stockholm Stock Exchange).

("Spotlight") refers to Spotlight Stock Market.

MISCELLANEOUS

ISIN codes for the redemption shares for the First redemption procedure:

Class A share: SE0021626785

Class B share: SE0021626793

Tickers for the redemption shares:

Class A share: BETS IL A

Class B share: BETS IL B

ISIN codes for the Betsson shares after split in connection with the First redemption procedure:

Class A share: SE0021626769

Class B share: SE0021626777

ISIN codes for the Betsson shares and the redemption shares for the Second redemption procedure will be press released before the Second redemption procedure.

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.

It is Betsson who is responsible for this information brochure. Mangold, who has advised the Company in connection with the preparation of this information, have examined the information provided but does not assume any responsibility for the accuracy or completeness and disclaims any responsibility for decisions made on the basis of the document.

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

BACKGROUND AND REASONS

The Board of Directors proposes that the Annual General Meeting on 7 May, 2024, authorises distribution to shareholders of EUR 0.645 per share through two separate redemption procedures. At each occasion it is proposed that a distribution of EUR 0.3225 for each share is authorised to the shareholders. This corresponds to a total amount of approximately EUR 88.5 million, considering that the Company currently holds 196,433 series B shares and 5,247,433 series C shares which will be redeemed without compensation. The proposed transfer is in line with the Company's dividend policy, which means that ordinary capital transfers can be issued with up to 50 percent of the net earnings, provided that an appropriate capital structure can be maintained.

The Board has a positive view of the Company's future development and assesses that Betsson's liquidity is strong enough that the business may continue to develop with existing liquidity even after the Redemption procedures.

Stockholm, April 2024
Betsson AB (publ)



DESCRIPTION OF THE REDEMPTION PROCEDURES

THE PROPOSAL OF THE BOARD OF DIRECTORS IN SHORT

The Board of Directors proposes that the Annual General Meeting on 7 May, 2024, authorises distribution of capital to shareholders through the Redemption procedures which occurs at two occasions during the year 2024. 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 EUR 0.3225 for each redemption share and occasion, corresponding a total of EUR 0.645. The total capital distribution of the proposal amounts to approximately EUR 88.5 million, considering that the Company currently holds 196,433 series B shares and 5,247,433 series C shares which will be redeemed without compensation.

Shareholders that are registered at Euroclear as of the record date, which is 17 May, 2024, for the First redemption procedure and 10 September, 2024, for the Second redemption procedure, will be entitled to redemption shares at each occasion.

The last day of trading in Betsson shares with the right to receive redemption shares is 15 May, 2024, for the First redemption procedure and 6 September, 2024, for the Second redemption procedure. After having received the redemption shares, the shareholders have two options:

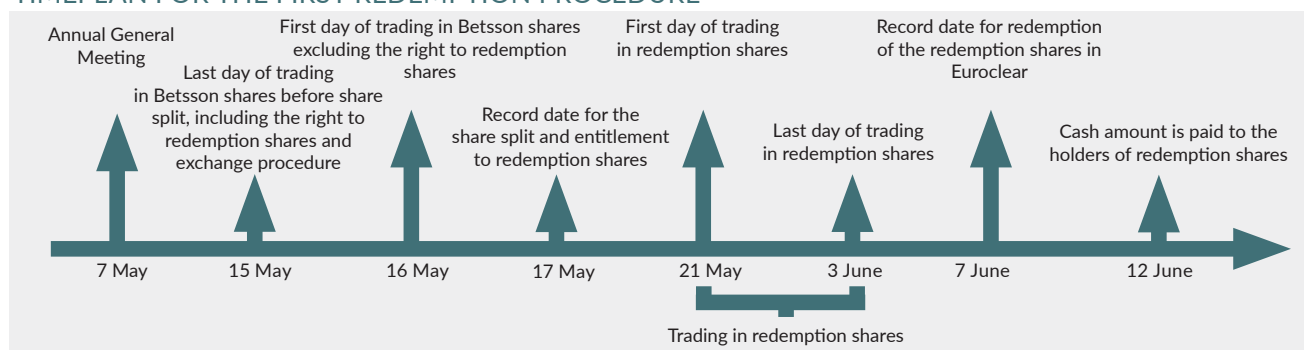
Option 1

Receive cash of EUR 0.3225 per redemption share in connection with the respective redemption procedure, corresponding to a total of EUR 0.645. Before payment takes place, the redemption amount will be exchanged from EUR to SEK. This happens automatically and no action needs to be taken from the holder of the redemption share.

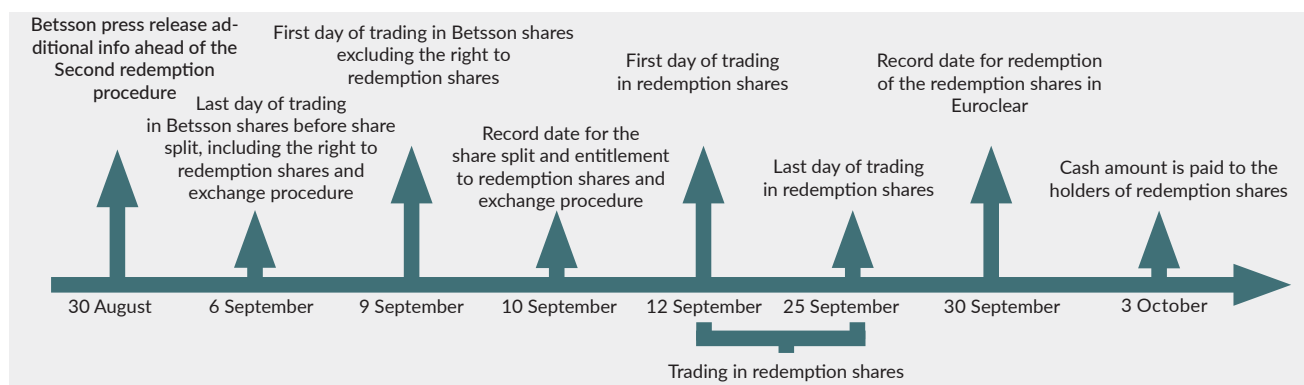
Option 2

Sell the redemption shares of series B on Nasdaq Stockholm or of series A on Spotlight via their securities institutes/managers/bank during the period 21 May – 3 June, 2024, for the First redemption procedure and during the period 12 September – 25 September, 2024, for the Second redemption procedure. For foreign owners, it may be advantageous for tax purposes to sell the redemption shares during the trading periods instead of allowing them to be redeemed.

TIMEPLAN FOR THE FIRST REDEMPTION PROCEDURE



TIMEPLAN FOR THE SECOND REDEMPTION PROCEDURE



IMPORTANT DATES 2024

First redemption procedure	Second redemption procedure	
15 May	6 September	Last day of trading in Betsson shares before the share split, including the right to redemption shares. Press release on exchange rate published and exchange from EUR to SEK
16 May	9 September	First day of trading in Betsson shares excluding the right to redemption shares
17 May	10 September	Record date for receiving redemption shares
21 May - 3 June	12 September - 25 September	Trading in the redemption share of series B takes place via Nasdaq Stockholm and trading in the redemption share takes of series A place via Spotlight for the Redemption procedures
12 June	3 October	Payment in cash of redemption amount

TERMS AND CONDITIONS

SHARE SPLIT AND REDEMPTIONS

The shareholder registered at Euroclear as shareholders in Betsson on the record date for the share split in connection with the First redemption procedure, which is 17 May, 2024, are entitled to redemption shares. Those registered at Euroclear as shareholders in Betsson on the record date for the share split in connection with the Second redemption procedure, which is 10 September, 2024, are entitled to redemption shares. Each Betsson share is split into two shares, of which one will be named redemption share (BETS IL) in the Euroclear system. Each redemption share at each occasion will be automatically redeemed for a cash payment of EUR 0.3225, corresponding to a total of EUR 0.645.

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

For the First redemption procedure, the last day for trading in the Betsson share before the share split with the right to redeem shares is 15 May, 2024, and from 16 May, 2024, the Betsson share is traded after the share split and without the right to redeem shares.

For the Second redemption procedure, the last day for trading in the Betsson share before the share split with the right to redeem shares is 6 September, 2024, and from 9 September, 2024, the Betsson share is traded after the share split and without the right to redeem shares.

RECORD DATE

The record date at Euroclear for the split of the Betsson share and the right to redemption shares in the First redemption procedure fall due on 17 May, 2024, and in the Second redemption procedure fall due on 10 September, 2024. After the respective record date redemption shares are booked into the respective shareholder's VP account. A VP notice is sent to the shareholders which reports the number of redemption shares received.

EXCHANGE PROCEDURE

The Board of Directors has proposed to the Annual General Meeting on 7 May, 2024, redemption proceeds in EUR of EUR 0.645 per share. Furthermore, it has been proposed that this amount per 15 May, 2024 and 6 September, 2024, respectively, will be exchanged to SEK. The exchange rate for EUR/SEK for the First redemption procedure will be determined and published by press release on 15 May, 2024, and 6 September, 2024, respectively for the Second redemption procedure. The dividend will therefore be carried out in SEK.

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 is expected to be made on 12 June, 2024, for the First redemption procedure and on 3 October, 2024, for the Second redemption procedure. 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 residents in Sweden who participate in the Redemption procedures 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 series B will take place on Nasdaq Stockholm during the period 21 May – 3 June, 2024, for the First redemption procedure and during the period 12 September – 25 September, 2024, for the Second redemption procedure under the short name BETS IL B.

Trading in redemption shares of series A will take place on Spotlight under the period 21 May – 3 June, 2024, for the First redemption procedure and during the period 12 September – 25 September, 2024, for the Second redemption procedure under the short name BETS IL A.



FINANCIAL IMPLICATIONS

In order to illustrate how the Redemption procedure would affect Betsson's and the group's consolidated financial statements as of 31 December 2023, 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 procedures was completed as of 31 December 2023, 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. As of 2022, Betsson has introduced a new accounting currency, EUR. Thus, the presentation below for certain balance sheet items and certain key ratios has changed to EUR from previous SEK.

FINANCIAL EFFECTS OF THE REDEMPTION FOR THE GROUP, PRO FORMA

Key ratios as of 31 December 2023	Before redemption	Adjustments for redemption	Pro forma after redemption
Equity including minority interests, EUR million	759.2	-88.5	670.7
Equity-to-asset ratio, % ¹	63.26%	-2.92%	60.34%
Return on total capital, % ²	19.12%	0.79%	19.91%
Return on equity, % ³	25.20%	1.69%	26.89%

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 Reported profit for the year in relation to equity.

CHANGES IN SHAREHOLDERS' EQUITY IN THE GROUP, PRO FORMA

Equity as of 31 December 2023	Before redemption, EUR	Share split 2:1, EUR	Redemption of shares, EUR	Bonus issue, EUR	Pro forma after redemption, EUR
Share capital, million	9.4	-	-4.7	4.7	9.4
Other paid-in capital, million	145.6	-	-	-	145.6
Reserves, million	22.6	-	-	-	22.6
Retained earnings including annual profit, million	592.4	-	-83.8	-4.7	503.9
Non-controlling interests, million	-10.8	-	-	-	-10.8
Total equity, million	759.2	-	-88.5	0.0	670.7
Quotient value, EUR	0.066	0.033	0.033	0.066	0.066
Total number of shares, million ¹	142.7	285.4	142.7	142.7	142.7

¹ Betsson currently holds 5,443,866 Betsson shares which will be redeemed without compensation.

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

Equity as of 31 December 2023	Before redemption, EUR	Share split 2:1, EUR	Redemption of shares, EUR	Bonus issue, EUR	Pro forma after redemption, EUR
Share capital, million	9.4	-	-4.7	4.7	9.4
Statutory reserve, million	25.2	-	-	-	25.2
Total restricted equity, million	34.6	-	-4.7	4.7	34.6
Share premium fund, million	118.8	-	-	-	118.8
Retained earnings including this year's profit, million	619.4	-	-83.8	-4.7	530.8
Total unrestricted equity, million	738.2	-	-83.8	-4.7	649.6
Total equity, million	772.8	-	-88.5	0.0	684.2
Quotient value, EUR	0.066	0.033	0.033	0.066	0.066
Total number of shares, million ¹	142.7	285.4	142.7	142.7	142.7

¹ Betsson currently holds 5,443,866 Betsson shares which will be redeemed without compensation.

TAX ISSUES IN SWEDEN

The following is a summary of certain tax considerations in Sweden that can arise as a consequence of the proposed share split and redemption of shares for shareholders in Betsson. The summary is based on Swedish tax legislation as of the date of this 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 on so-called "qualified shares" in closely held companies, nor situations 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 taxpayers, including investment companies and mutual funds, as well as foundations and non-profit organisations. Every shareholder should consult a tax consultant regarding the tax consequences that might occur in regards to the proposed share split and redemption of shares for shareholders, for example regarding taxation in foreign countries or the application of tax treaties or other legislation.

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.

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 for tax purposes 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. The acquisition cost for listed shares 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 series B will be listed on Nasdaq Stockholm during the trading period of 21 May – 3 June, 2024, for the First redemption procedure and during the trading period of 12 September - 25 September, 2024, for the Second redemption procedure. The trade of redemption shares of series A will take place on Spotlight.

When a share split and redemption procedure is carried out the acquisition cost for the original shares is allocated to the original shares and the redemption shares. 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".

As a main rule, 70 percent of a capital loss on listed shares 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 series B, and likely also series A, 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. For losses on non-listed shares only five sixths of capital losses in Swedish limited liability companies and foreign legal entities are deductible.

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.

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 20.6 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 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 for taxation years that have the same final day for submitting the tax return. 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 2024.

These principles are described in the following example.

Note that the amounts in the example are assumed.

A shareholder has 100 Betsson B shares with an average acquisition cost of SEK 60 per share immediately before the share split.

Assume that the lowest price paid on the last day of trading in Betsson B shares before the split and separation of redemption shares is SEK 100, that the redemption shares are listed on the market and that the lowest price paid on the first day of trading in the redemption shares is EUR 0.3225, corresponding to SEK 3.61 after an exchange procedure with an assumed exchange rate of 11.20 EUR/SEK. Assume further that the Swedish Tax Agency determines in its upcoming general advice and announcements against this background that 3.61 percent (SEK 3.61 divided by SEK 100) of the acquisition cost for an original B share in Betsson must be attributed to the redemption share and that the remaining percent must be attributed to the remaining share. The acquisition cost for the redemption share will then be SEK 2.16 (3.6 percent of SEK 60). The remaining share then receives an acquisition cost of SEK 57.84 (96.4 percent of SEK 60).

The redemption shares are divested (by sale or redemption) for SEK 3.61 per redemption share thus results in a total capital gain if $(SEK\ 3.61 \times 100) - (SEK\ 2.16 \times 100) = SEK\ 144$.

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 0.72, the standard rule would be more favorable, provided that the redemption amount is SEK 3.60.

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 affected 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 and reside 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 who reside 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 reside outside of Sweden which have previously been residents 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

AS A SHAREHOLDER, DO I NEED TO DO ANYTHING?

Provided that the Annual General Meeting on 7 May, 2024, approves the 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 EUR 0.3225 in cash for each redemption share and each occasion, corresponding to a total of EUR 0.645.

WHY IS BETSSON PROPOSING AUTOMATIC SHARE REDEMPTIONS?

Betsson has a dividend policy that states that up to 50 percent of the group's reported earnings can be distributed, provided that an appropriate capital structure can be maintained. The Board has a positive view of the Company's future development and assesses that Betsson can carry out the proposed capital transfer to shareholders and at the same time handle impending investments with existing liquidity through a strong cash flow in the business. Betsson has chosen to use automatic Redemption procedures for capital transfer to shareholders as this is an effective way to transfer capital to the shareholders regardless of the geographical domicile of the shareholders.

WHY ARE TWO AUTOMATIC SHARE REDEMPTIONS PROPOSED AT TWO OCCASIONS?

Investors appreciate dividends that are paid out at more than one occasion per year and therefore it is proposed that the dividend will be paid in connection with two separate redemption procedures in 2024.

Furthermore, dividends on two different occasions also provides a harmonization against how other listed companies in the industry transfer capital to their 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 procedures.

WHAT DOES THE AUTOMATIC REDEMPTION OF SHARES ENTAIL?

The automatic redemption entails that the shares that are named redemption shares, 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.

WHAT DAY WILL BE THE RECORD DAY?

The record date for the share split and entitlement to redemption shares is 17 May, 2024, for the First redemption procedure and 10 September, 2024, for the Second redemption procedure.

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 is 15 May, 2024, for the First redemption procedure and 6 September, 2024, for the Second redemption procedure.

WHAT OPTIONS DO I HAVE AS A SHAREHOLDER?

Once the redemption is approved at the Annual General Meeting on 7 May, 2024, you can await the redemption procedure without doing anything. The redemption shares allocated to you will be automatically redeemed at EUR 0.3225 per share in cash, corresponding to EUR 0.645 in total. Alternatively, you may sell your redemption shares before the Redemption procedures is completed. Trading in redemption shares will take place during the period from 21 May – 3 June, 2024, for the First redemption procedure and 12 September – 25 September, 2024, for the Second redemption procedure.

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

Payment for the redeemed share is estimated to be made on 12 June, 2024, for the First redemption procedure and 3 October, 2024, for the Second redemption procedure.

CAN I SELL MY REDEMPTION SHARES OF CLASS A?

Trading in redemption shares of series A will take place through Spotlight for respective redemption procedure.

HOW MANY SHARES WILL I HAVE?

You will have the same number of shares in Betsson after the redemption and split 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.

AT WHAT EXCHANGE RATE WILL THE REDEMPTION PROCEEDS BE EXCHANGED?

The determined exchange rate for the exchange procedure will be announced on 15 May, 2024, for the First exchange procedure and on 6 September, 2024, for the Second exchange procedure.

IN WHICH CURRENCY WILL I RECEIVE THE REDEMPTION PROCEEDS?

The redemption proceeds will be paid to you in SEK.

WILL BETSSON BE USING REDEMPTION PROCEDURES IN THE FUTURE?

The Swedish government proposed adjustments in the regulations for how redemption shares are taxed in its budget proposition for 2025, which will come into effect on 1 January, 2025. In light of this, the Company is reviewing how future profits will be distributed to the shareholders and intends to provide further information to the shareholders in this matter.

HOW AND WHEN WILL BETSSON'S SHARE PRICE BE AFFECTED?

It is not possible to predict in detail how the share price will be affected by the share split and Redemption procedures. Theoretically, the price of Betsson's stock should decrease by the redemption amount per redemption share, that is, by 0.3225 EUR per share and occasion. This change in the share price should occur one trading day before the record date for the stock split in connection with the respective Redemption procedure.

WHY IS THE REDEMPTION PROCEDURES AUTOMATIC?

An automatic redemption procedure is relatively simple and cost-efficient since there is no need for action on the part of the shareholders.

WHAT ARE THE TAX CONSEQUENCES OF THE SHARE REDEMPTION PROCEDURES?

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 (EUR 0.3225 per share and occasion, corresponding a total of EUR 0.645) and the acquisition cost for the redemption share (see further an example under the heading "Tax Issues in Sweden").

Foreign shareholders

If you are a 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.

CONTACT

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