



Betsson & Marketing – Policy and Framework Summary

Betsson is committed to marketing that is **lawful, honest, transparent, and socially responsible** across all channels and formats, including where third parties promote Betsson brands.

Our Marketing Policy and Framework is designed to support **responsible gambling and player protection**. We do not promote harmful gambling behaviours, we include appropriate **responsible gambling and underage gambling warnings** in line with local requirements, and we avoid messages that glamorise gambling, apply pressure or urgency, or present gambling as risk-free or a solution to personal/financial problems.

We take strong measures to help protect **minors and vulnerable groups**: marketing must not target or appeal to minors, self-excluded persons, or individuals known to be at risk of problematic gambling, and we seek to ensure advertising placement and targeting are aimed at adults of legal gambling age only.

We are committed to **fair and clear promotions**, ensuring key terms are visible, not misleading, and easy to access, so customers can understand the conditions and commitments involved.

In **direct marketing**, we respect customer choices and protections by providing opt-out options and ensuring self-excluded customers are not contacted with marketing communications.

On **social media** and through **influencers**, we apply the same responsible standards, including clear identification of marketing content and steps such as age-related restrictions where possible; influencer marketing must be clearly disclosed when compensated.

We also apply these principles to **sponsorships and affiliate activity**, and we do not sponsor teams, individuals, or events that are primarily composed of or aimed at minors.

Finally, Betsson is committed to protecting customer privacy: marketing activities involving personal data must comply with applicable data protection laws, rely on an appropriate legal basis, be transparent, and use reasonable safeguards to protect personal data.