

Press release

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Net Entertainment sells more Internet gaming

Net Entertainment, a wholly-owned subsidiary of Betsson that develops and supplies Internet gaming, has recently received several new contracts for delivery of its award-winning CasinoModule product. The new operators that will use the CasinoModule are Bets4All, Bettingstar24, Nova Lusus, and Playbanks.

CasinoModule enables operators to expand their product line to include casino-related gaming. Each system is customised with the intention of offering a unique gaming experience. CasinoModule is quickly and easily integrated with the operator's existing website and IT system, which provides cost-effective operation. Net Entertainment licenses CasinoModule in return for royalties based on the revenues generated by the product.

Bets4All is a European sport betting site primarily focused on the German-speaking market. Bets4All has just over 50,000 registered users that will be offered casino gaming through CasinoModule.

Bettingstar24 is a sport betting site based in Malta with just over 25,000 registered users. The site addresses primarily to Germany and Austria. Bettingstar24 is growing quickly and by expanding its product line with casino gaming will facilitate continued growth.

Nova Lusus is a high-growth member site that currently offers lotteries. These lotteries will now be complemented by casino gaming. The site has 4,000 members and focuses mainly on the Scandinavian market.

Playbanks is a recently established sport betting site aimed at the Northern European market. In a relatively short period of time, Playbanks has built a customer base of 10,000 registered users.

All installations mentioned above will be operational during the autumn.

"Our continued sales successes demonstrate our competitive ability and that we have a market-leading product line," says Pontus Lindwall, CEO. "Intense product development and a strong organisation are two core factors behind this. The fact that our growth is better than the market on the whole is, of course, very satisfying. We experience a continuous strong demand for our products."

The board has voted to distribute dividends from the Net Entertainment line of business to Betsson's shareholders.

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Betsson is a listed Swedish gaming company with approximately 3,800 shareholders. The company's B-shares are listed on the Stockholm Stock Exchange's O-list (BETS). The business specializes in Internet and casino gaming, and gaming machines. The gaming business is mainly run over the Betsson.com Internet casino and betting exchange. Gaming operations are run in restaurants in Sweden, on ships, and in amusement arcades via Cherry Casino. Betsson employs about 150 people.