

Press Release
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BETSSON RELEASES A UNIQUE FINANCIAL GAME

Today Betsson releases BETSSON TRADER, a unique financial game where the customers easily can bet on the stock market in a similar way as the customers would bet on sports.

Betsson offers a wide product portfolio which includes games such as poker, sports betting, casino, bingo, lottery and betting exchange. Today the portfolio is extended by a financial game, Betsson Trader, which enables the customer to place bets on The Nordic Exchange. The game will attract already active customers on the traditional stock market, but also customers who are interested in gambling in general.

By placing bets on the Betsson Trader, instead of buying and selling stocks, the customer has a lot to win. The customer will not experience the complications or costs that a normal stock transaction will bring, e.g. declaration, tax on capital gain or transactions fees. No large investments are required to get a good return on the investment, since the Betsson Trader can generate up to 20 times the invested money.

- *"To trade with stocks can be complicated, time consuming and it requires substantial capital. But to place a bet on the Betsson Trader does not require more clicks than placing a bet on a football game and you can place a bet with a little as 1 Euro. The Betsson Trader can be an interesting way to speculate in the stock market as well as it is a game, which like any other game adds excitement to life", says Pontus Lindwall. CEO Betsson.*

Initially Betsson Trader will offer odds on stocks with a high stock turnover which are listed on The Nordic Exchange. New markets and shares will be added later on.

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Betsson develops and operates gaming directed toward end consumers through the websites Betsson.com, CasinoEuro.com and CherryCasino.com. The company offers poker, casino gaming, sports betting, lottery, betting exchange, bingo and financial betting. Customers are primarily from Scandinavia and the rest of Europe.
Betsson is listed on the OMX Nordic Exchange in Stockholm, Mid Cap