

Press Release

Betsson AB (Publ)

Stockholm 2008, April 28

Betsson's financial reports

As of the report of the first quarter of 2008, which will be published tomorrow April 29 at 07:30 CET, Betsson will extend the range of the reports by adding additional segmentation to further improve the understanding of the companies operation.

Starting by the first quarter report of 2008 Betsson will separately account for the marketing expenses (previously these costs was accounted among other external costs) and also report gross profit (gaming surplus) per geographic area and product.

Gross profit

Gross profit from the group gaming operation consists of obtained depositing of bets minus the customers winnings decreased by gaming tax expenses, license charges for game suppliers and the net sum of revenues and costs regarding bank or credit card payments service expenses for the depositing of bets and the payment of winnings. Bonus to gamblers and loyalty systems does not affect the group's gross profit.

Marketing expenses

This item includes external expenses for production and distribution of marketing in various media and also collaboration and affiliate agreements. The annual costs during 2007 amounted to SEK 189, 1 million in comparison with SEK 106, 2 million for previous year.

Reports per geographic area

Betsson reports gross profit for the following geographic areas: The Nordic region (Sweden, Norway, Denmark, Finland), the rest of Europe (including Turkey) and the rest of the world.

Gaming surplus (Gross profit) per geographic area (MSEK)	Whole year 2007	Whole year 2006	Share of gaming activities 2007	2006	Growth %
The Nordic region	351,4	158,0	69,1	69,6	122%
The rest of Europe	155,6	62,9	30,6	27,7	147%
The rest of the world	1,5	6,1	0,3	2,7	-75%
Gaming activities	508,5	227,0	100,0	100,0	124%
Adjustments not allocated according to area	12,3	5,2			
The group	520,8	232,2			

MAIL AND VISITING ADDRESS	PHONE FAX	REGISTERED OFFICE	E-MAIL OR WEBB SITE	ORG. NO. VAT.REG.NO.
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Reports per product

Betsson reports gross profit for the following groups of products: Casino, Poker, Sportsbook and remaining products (currently Exchange, Bingo, Trader, Games).

Gaming surplus (gross profit) per product (MSEK)	Whole year 2007	Whole year 2006	Share of gaming activities 2007	2006	Growth %
Casino	254,2	126,8	50,0	55,9	100%
Poker	193,0	83,1	38,0	36,6	132%
Sportsbook	56,8	14,6	11,2	6,4	288%
Remaining products	4,5	2,5	0,9	1,1	80%
Gaming activities	508,5	227,0	100,0	100,0	124%
Adjustments not allocated according to area	12,3	5,2			
The group	520,8	232,2			

For further information, please contact:

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Betsson AB's core business consists of investing and administers companies within the gaming business. Betsson AB owns Betsson Malta Ltd which operates games towards end customers, via the websites Betsson.com, CasinoEuro.com and CherryCasino.com. Betsson Malta Ltd offers poker, casino, betting exchange, sports betting, lottery, bingo, games and Betsson Trader. The customers mainly originate from the Scandinavian countries and other parts of Europe. Betsson AB is listed on the Nordic List in Stockholm, Mid Cap (BETS).

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