

Press release

Betsson AB (publ)

Fredrik Rüdén new CFO in Betsson AB

Fredrik Rüdén has been appointed CFO for Betsson AB, starting Monday the 24th of November. Fredrik will be a part of the management group and he will report directly to Pontus Lindwall, CEO and President.

Fredrik comes from a CFO position at Teligent, where he has been CFO since December 2007. Before that Fredrik has worked for Hallvard Leröy Seafood Group, Investment AB Kinnevik and Ernst & Young.

Peter Eidsenjö will remain within the company and he will mainly work with group accounting.

For further information, please contact: Pontus Lindwall, CEO and President Betsson AB (publ), phone: +46 (0)8 506 403 10 or +46 (0)708 27 51 55 or pontus@betsson.com

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTER 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 MATLA LTD OFFERS POKER, CASINO, BETTING EXCHANGE, SPORTS BETTING, LOTTERY, BINGO, GAMES AND BETSSON TRADER. THE CUSTOMERS MAINLY ORGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON THE NORDIC LIST IN STOCKHOLM, MID CAP (BETS).

| MAIL AND VISITING ADDRESS | PHONE FAX | REGISTERED OFFICE | E-MAIL IR WEBB SITE | ORG. NO. VAT.REG.NO. |
|--|---|-------------------|--|-------------------------------|
| BETSSON AB (PUBL) REGERINGSGATAN 30-32, 111 53 STOCKHOLM, SVERIGE | +46 (0)8 506 403 00 +46 (0)8 735 57 44 | STOCKHOLM | INFO@BETSSON.SE WWW.BETSSONAB.COM | 556090-4251 SE556090425101 |