

Press release

Betsson AB (Publ)

Betsson launches a B2B entity

Betsson has formed a business-to-business entity named Betsson Business Solutions. Betsson Business Solutions will provide partners with turn-key infrastructure and hands on operational skills for a successful internet gaming operation.

Betsson has over the years invested heavily in product development, building up a world class competence within the area of operating online gaming. Betsson Business Solutions offers new and existing partners the possibility to gain from this experience and infrastructure, thereby maximizing the value of their assets. Jonas Konstantinov is appointed new Managing Director for Betsson Business Solutions.

“Betsson has proved to be at the forefront of online gaming. Now we would like to share our progress with partners to improve offerings and availability for the end users.” says Betsson AB CEO and President Pontus Lindwall.

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, or go to www.betssonbusiness.com.

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTER COMPANIES WITHIN THE GAMING BUSINESS. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES TOWARDS END CUSTOMERS, VIA THE WEBSITES WWW.BETSSON.COM, WWW.CASINOEURO.COM AND WWW.CHERRYCASINO.COM. BETSSON MALTA OFFERS POKER, CASINO, BETTING EXCHANGE, SPORTS BETTING, LOTTERY, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

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