

Press release

Betsson AB (Publ)

BETSSON ACQUIRES POKER OPERATOR BETFRIENDS

Betsson acquires the poker operator Betfriends. Betfriends is an operator in Malta with 4 000 active customers. The history of Betfriends derives mainly from poker, but today they offer sports betting, casino and poker to the end users. The acquisition is structured with a base payment and an additional payment based on achievements.

"This transaction is a step in order to change Betsson's trend in poker, as the poker business has shown a negative trend for some time" says Betsson AB CEO and President Pontus Lindwall.

"Through the acquisition Betsson gains poker competence which will strengthen our existing poker team and additional active players" says Magnus Silfverberg, CEO of Betsson Malta Ltd.

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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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