

Press release

Betsson AB (Publ)

## BETSSON IS FORCED TO CLOSE BETTING SHOP – AGAIN

In 2005, Betsson applied to arrange betting services in Sweden. After the Government dismissal of the application, Betsson opened a shop in Stockholm in May 2008 that serves as an Internet café. The shop quickly became known as the "Betsson Shop" and many customers chose to come to the shop and use the internet terminals to place bets at Betsson in Malta. The shop has become Sweden's most famous gaming shop as it stands alone as an alternative to the 6,700 gaming agents which daily provide the government's betting products.

As a result of the Administrative Court of Appeal's ruling the 7th of December, Betsson was forced to shut down the betting shop at Götgatan for a short period of time. In connection with this Betsson announced that the ruling would be appealed.

Now the Supreme Administrative Court refused leave to appeal and refrained from making a reference for a preliminary ruling from the European Court of Justice. This makes the ruling of the Administrative Court of Appeal final and enforceable. Consequently, Betsson has no other choice but to close down the shop.

"We struggle to in the end be able to offer consumers freedom of choice also regarding betting, but it's a very tough battle when you fight against state-owned gaming companies and a state gaming authority. They act together with a united front while the expected independence and autonomy appears to be completely absent" said Pontus Lindwall, CEO Betsson.

The European Court of Justice has recently (September) stated that a member state which actively through extensive marketing encourages consumers to gamble through state owned gambling companies, cannot exclude private betting companies from the market. The European Court of Justice ruled that a member state cannot sanction a privately held company such as Betsson since Betsson has applied to obtain a license in Sweden. As a consequence the Administrative Court of Appeal and the Supreme Administrative Court's rulings are in clear breach of EU law.

"Betsson will continue fighting for the Swedish consumer's right to a free choice of games. I'm sure we will look back on this time as a surrealistic period when the Swedish consumers' were withheld from information about a truly free and competitive market" said Pontus Lindwall, CEO Betsson.

"I find it astonishing that Betsson has the right to offer betting services from Malta to Sweden but not to promote them. What is the logic in this?" concludes Pontus Lindwall.

According to Betsson's management, the closure of the shop will only have a marginal effect on the income statement.

For pictures of the shop, visit [www.betssonab.com](http://www.betssonab.com) media gallery.

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