

Press release

Betsson AB (Publ)

## BETSSON ESTABLISHES SOFTWARE DEVELOPMENT IN INDIA

In line with Betsson's B2B-strategy for distant markets, Betsson has established a software development company in India which will develop software both for Betsson's current markets in Europe as well as for new ventures in Asia. This regional focus has already resulted in a contract with an Asian player and Betsson estimates that revenues from that contract will occur already during 2011.

"Betsson sees, outside our core markets in the Nordic countries, several markets with good potential. We want to establish ourselves through B2B collaboration with local partners. It is satisfying that our efforts in the B2B segment is paying off" says Pontus Lindwall, CEO Betsson.

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