

Press Release Betsson AB (Publ)

## Betsson strikes B2B-deal and sells its Turkish client base

Betsson Business Solutions has, today, signed an agreement with Realm Entertainment of providing a complete gaming portal and the technical operation of it. Behind Realm stands a former partner of Betsson who has an extensive knowledge and experience of the industry. The agreement is for five years with an option for extension. The gaming portal includes Sportsbook, Poker, Casino etc, and is translated into Greek, English, Dutch, Turkish, German and Spanish.

At the same time, Betsson ceases to operate towards the Turkish market by selling its Turkish client base for MEUR 1.9 to the same party, Realm. Betsson believes that the sold client base will have improved possibilities for a positive development on the basis of a new gaming solution with an external party with licence on Malta having specialist knowledge of a number of markets.

Through this transaction, Betsson strengthens its position within B2B. The portal is based on Betsson's new platform which allows White-Labeling of Betsson's entire product range. Approval from the authorities and operational start up is expected during the first quarter of 2011.

"Betsson shows, once again, that we are leading in our field in terms of technology. With this new platform we can deliver a complete gaming portal including a Sportsbook of world-class quality to many potential clients, which is a part of our B2B-strategy," states Betsson's CEO and President, Pontus Lindwall.

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