

Press release

Betsson AB (Publ)

MAGNUS SILFVERBERG APPOINTED AS CEO OF BETSSON AB (PUBL)

Please note: This information has partly been published before but due to technical reasons I did not reach all intended receivers.

On 13 April 2011, Betsson AB announced that the Board of Directors intended to appoint the former Chief Executive Officer for Betsson Malta Ltd., Magnus Silfverberg, to succeed Pontus Lindwall as CEO and President of Betsson AB. At the Annual General Meeting in Betsson AB held on 12 May 2011, it was resolved to appoint Pontus Lindwall as executive Chairman of the Board as from the effective date of the appointment of the new CEO of Betsson AB.

On the 5th of July 2011 the Board of Directors appointed Magnus Silfverberg as new CEO and President of Betsson AB. In accordance with the resolution passed at the Annual General Meeting this also means that Pontus Lindwall thereby is succeeding John Wattin as Chairman of the Board of Betsson AB.

Magnus Silfverberg holds a M.Sc. in Business Administration from Stockholm School of Economics and an MBA from INSEAD. Magnus was working for Hewlett Packard in Sweden from 2005 until 2009, when he joined Betsson.

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The Board of Directors

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