

Betsson granted Danish gaming license

Today, the Danish Gaming Authority announced that Betsson's license application for gaming in Denmark has been granted. This decision implies that Betsson, from 1 January 2012 and five years thereafter, is allowed to undertake gaming operations in the regulated Danish gaming market.

In that the Danish license is now granted, this also activates Betsson's agreement with the Danish football federation, whereby Betsafe will be the official partner of Superligaen, and Division 1 will be renamed, Betsafeligaen.

Management deem that the impact on income from the Danish license during 2012 will be marginal.

"-We are very pleased that the license has been granted and that Betsson already from year-end can offer Danish clients the best gaming experience under a Danish license. This provides Betsson with major possibilities, a larger portion of revenue from reregulated markets, the clients will continue to be provided with a large gaming offering, while Denmark will retain tax revenues," states Magnus Silfverberg.

Magnus Silfverberg looks forward to a continued Swedish gaming debate in which the Danish license system can function as a model.

"-The Danish government, in its work with the gaming legislation, has been willing to listen and has anchored its decisions in the gaming industry. When the question of a Swedish gaming license is now, once again, an issue, we hope that the Swedish government will study and gain knowledge and wisdom from Denmark but, at the same time, that it will adapt any future Swedish model so that it is more similar to the conditions found in Malta and Great Britain. These adaptations apply, foremost, to all technical requirements and to tax levels," notes Magnus Silfverberg.

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