

Press release

Betsson AB (publ)

Betsson AB (publ) completes the acquisition of NordicBet and resolves, as a result thereof, on an issue in kind

Betsson AB (publ) ("Betsson") has today, following receipt of necessary regulatory approvals, completed the previously announced acquisition of NordicBet (through acquisition from Nordic Gaming Group plc of the holding company Transvectio Ltd) ("NordicBet"). Betsson has acquired all shares in NordicBet by payment of a consideration of approximately EUR 65 million consisting partly of cash and partly of a new issue of 217,974 shares of series B ("B Shares"). As previously announced, additional purchase price, based on the development of the acquisition during 2012, may become payable. Betsson is entitled to choose to pay any additional purchase price in cash or in own shares. Such additional purchase price, if any, will amount to a maximum of EUR 20 million, which implies that the total maximum purchase price (without adjustments for change in market price for delivered Betsson shares) is EUR 85 million. If any additional purchase price becomes payable the final acquisition value will be determined by the market value of Betsson shares issued on the relevant day.

As a result of the acquisition consideration being partially paid by way of own shares, the board of directors has today resolved, in accordance with the authorization from the annual shareholders' meeting on May 11th, 2012, to issue no more than 217,974 new B Shares against subscription in kind, whereby the share capital of Betsson will increase by SEK 435,948, from SEK 84,002,418 to SEK 84,438,366.

The acquisition has been partly financed through loan financing in the amount of approximately EUR 55 million. The facility will be repaid at an appropriate rate which considers the company's dividend policy.

Only Nordic Gaming Group plc as seller of NordicBet has been entitled to subscribe for the new B Shares, with a right and obligation to pay for the new B Shares by transfer of shares in NordicBet. All newly issued B Shares have been subscribed for and allotted. The estimated value of the assets contributed in kind corresponds to a subscription price of approximately SEK 203 per common share,

MAIL AND VISITING ADDRESS	PHONE FAX	REGISTERED OFFICE	E-MAIL IR WEBB SITE	ORG. NO. VAT.REG.NO.
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corresponding to the volume-weighted average share price for the Betsson share during the last 10 trading days up until and including June 18th, 2012.

Trading in the new shares is expected to commence on NASDAQ OMX Stockholm on or about June 21st, 2012. As a result of the issue in kind, the number of shares in Betsson will increase from 42,001,209 (5,420,000 shares of series A and 36 581 209 B Shares) to 42,219,183 (5,420,000 shares of series A and 36,799,183 B Shares). The number of votes in Betsson will increase from 90,781,209 to 90,999,183.

For further information, please contact:

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