

Press Release

Betsson AB (Publ)

Invitation to presentation of second quarter

Betsson invites media, analysts and investors to Betsson's office at Regeringsgatan 28 on Tuesday the July 24, 2012 at CET 09:00, in regards of the presentation of the second quarter 2012. The presentation will also be available through webcast and phone.

The report will be published at 07:30 a.m. (CET) on the same date. CEO and President Magnus Silfverberg will present the report. The presentation will be followed by a question and answer session. The presentation will be held in English.

To participate by phone please call: +46 (0)8 505 598 53 (Sweden) or +44 (0)203 043 24 36 (UK).

To participate by Webcast at 09:00 a.m. (CET) (audio and power point presentation) visit www.betssonab.com or

<http://storm.zoomvisionmamato.com/player/betsson/objects/nztyrvs5/>.

A copy of the power point presentation will be available for download at www.betssonab.com as of July 24, 2012.

For further information, please contact:

Magnus Silfverberg, CEO and President Betsson AB (publ), phone: +46 (0)8 506 403 00 or magnus.silfverberg@betssonab.com.

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