

Press Release Betsson AB (Publ)

Betsson AB - invitation to presentation of second quarter

Betsson invites media, analysts and investors to Betsson's office at Regeringsgatan 28 on Friday, July 19, 2013 at CET 09:00, in regards of the presentation of the second quarter 2013. 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)8 505 564 74 (Sweden) or +44 (0)203 364 53 74 (UK).

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

<http://storm.zoomvisionmamato.com/player/betsson/objects/91a38d5r/>

A copy of the power point presentation will be available for download at www.betssonab.com as of July 19, 2013.

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.

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTERING SHAREHOLDING IN COMPANIES, WHICH THROUGH PARTNERS OR BY THEMSELVES, OFFERS GAMES TO THE END USERS VIA THE INTERNET. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES THROUGH PARTNERSHIPS AND OWN WEBSITES. BETSSON MALTA OFFERS POKER, CASINO, SPORTS BETTING, SCRATCH CARDS, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

MAIL AND VISITING ADDRESS	PHONE FAX	REGISTERED OFFICE	E-MAIL OR WEBB SITE	ORG. NO. VAT.REG.NO.
BETSSON AB (PUBL) REGERINGSGATAN 28 111 53 STOCKHOLM, SWEDEN	+46 (0)8 506 403 00 +46 (0)8 735 57 44	STOCKHOLM	INFO@BETSSONAB.COM WWW.BETSSONAB.COM	556090-4251 SE556090425101