

Press Release Betsson AB (Publ)

Betsson launches next generation mobile app

Betsson AB's operating subsidiary is today launching one of the Nordic market's first mobile applications for real money gambling developed in Apple's programming language (called "Native" app). Native apps have not previously been available in a real money gambling environment due to the policy of Apple and others. This has now changed for companies with licenses for the markets they operate in and Betsson.com is one of the first gaming sites to take advantage of this opportunity. The newly developed app includes mobile Sportsbook and Casino and provides a much better user experience. Additionally, the app opens up new marketing opportunities for Betsson.com through the use of push technology and other features that are built in to the mobile system. Initially the app is launched for Betsson.com and will coexist with the existing mobile solution for the web, which was launched in June this year. The app is available in App Store for iPhone and will soon be available for Android. Native apps for more brands within the Betsson group will be launched shortly.

"The new app enables our operating subsidiary to regain the leading position within mobile development. We see that gambling via smartphones is growing rapidly and we are confident that Native apps are the form that the customers will choose in the future. Therefore, our subsidiary puts a lot of effort into this kind of development," says Magnus Silfverberg, CEO Betsson AB.

Betsson expects that the new app will help to increase the percentage of mobile revenues already during 2013.

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