

## Press Release Betsson AB (Publ)

### Betsson launches 1X2 (EttKryssTvå)

Betsson AB's operating subsidiary is today launching 1X2 (EttKryssTvå), a product that could be seen as one of the biggest changes in the Swedish gaming market in 80 years.

In 1X2 the customer bets on the outcome in 13 selected football matches with payout on 10, 11, 12 and 13 correct picks. The payout is guaranteed on both 10, 11, 12 and 13 correct picks, which is unique compared to other similar products on the market. The payout is odds based and not pool based, which means that it is determined by the player's own skill and not by how other players bet or if more players have the same, correct bets. The payout amount for 13 correct picks is reported before the game, which means that there will be no negative surprises on the payout.

"Betsson thanks Svenska Spel for 80 years with the pool based game Stryktipset but now it's time for another product, a better product. 1X2 is a more modern and more fair game where skill is highly rewarded." Says Magnus Silfverberg, CEO of Betsson AB.

Betsson AB expects the new product to contribute to increased customer intake already during 2013.

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