

## Press Release Betsson AB (Publ)

### Betsson AB invests in start-up app company - originating from the success of Forza Football

Betsson AB invests in the Swedish startup-company Rush Sports AB, which has developed the first true app for event-driven real-time betting - Rush Football. The founders of the company are also behind the successful apps Forza Football and Forza 90'.

Rush Football is the first app to fully integrate a live score service with real-time betting, allowing users to follow matches and place bets based on match events; not just in a single app, but also in the same view.

“The investment in Rush Sports AB is part of Betsson's investment strategy, in which Betsson continually evaluates opportunities to strengthen the company's position in the market. We believe in this investment and look forward with enthusiasm on the development of Rush Sports AB and Rush Football” says Magnus Silfverberg President and CEO of Betsson AB.”

“We want to develop the best products within mobile sports betting” states Martin Lindau, CEO Rush Sports AB. “With help from Betsson, Rush Football has all the possibilities of becoming another success.”

Betsson AB has invested SEK 1.8 million, corresponding to a stake slightly beneath 20 percent of the company and there is a 3 year option to acquire the remaining part of the company.

For information of the service used by Betsson AB's subsidiary, see here:

<https://itunes.apple.com/se/app/rush-football/id925263484>

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