

Press Release Betsson AB (Publ)

Betsson becomes the first pure internet company to be listed on the Nasdaq Stockholm Large Cap

The gaming company Betsson continues its strong growth and is now the first pure internet company to be listed on the Nasdaq Stockholm Large Cap. During the last year, Betsson's revenue amounted to SEK 2.9 billion (rolling 12 months until September 2014), indicating a year-on-year growth that exceeds 16 percent. Betsson qualified to be upgraded to the Large Cap list January 1st, 2015 as its market capitalization has been greater than EUR 1 billion over the past two years, which is the requirement to be upgraded.

"It is very gratifying that our long-term efforts are paying off. The fact that Betsson is entering the Large Cap list demonstrates that we have a well-functioning business with talented employees and a clear strategy. Our multi-brand strategy creates favourable conditions for continued growth, both organically and through acquisitions. The strategy has also strongly contributed to increased profitability as Betsson has the highest margins in the industry" says Magnus Silfverberg, CEO & President of Betsson AB.

Betsson was founded more than 50 years ago, initially supplying slot machines and casino operations in restaurants throughout Sweden. However, the pace of development over the last decade increased significantly and nowadays, all operational activities are run through online platforms. The product range includes everything from casino games, sportsbook, poker to lotteries. The founding families have been involved in the company's development over the years and they still remain as the largest shareholders in Betsson, which has created both stability and security.

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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 STOCKHOLM MID CAP (BETS), BUT WILL BE UPGRADED TO NASDAQ STOCKHOLM LARGE CAP ON JANUARY 1ST, 2015.

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