

Press Release Betsson AB (Publ)

Betsson receives local license in United Kingdom

Betsson Malta has by March 31, 2015 received a gaming license in United Kingdom and will continue to focus on the existing brands, Mr. Smith and Betsafe, in UK. Betsson considers the design of the local licensing system in UK to be sustainable, well-planned, and forward looking, and hence in line with Betsson's strategy to apply for licenses in countries where the company is active and the license system is commercially viable.

"It is gratifying that Betsson has received a license in United Kingdom. It is natural for Betsson, as one of the leading online gaming companies in Europe, to operate under a local license on the UK market. We encourage that other European countries that are currently re-regulating will look closer at, and get inspired by the UK model, says Magnus Silfverberg, CEO & President of Betsson AB.

The license became effective as of March 31, 2015. The two brands in the Betsson group, Mr. Smith (www.mrsmithcasino.co.uk) and Betsafe (www.betsafe.com/en), will operate under this license.

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