

## Press Release Betsson AB (Publ)

### CEO shift in Betsson

After six years at Betsson, of which four years as CEO & President of Betsson AB, Magnus Silfverberg has decided to leave his employment in the company for a new role in another industry. The Board of Betsson AB has decided to appoint Pontus Lindwall as CEO of Betsson AB until a new CEO is recruited. Pontus Lindwall is currently Chairman of the Board and enters the position as CEO & President of Betsson AB on 20 July 2015. The process to recruit a new CEO will begin immediately. Pontus Lindwall's role as Chairman of the Board will, in connection with him taking over as CEO & President, be assumed by the current board member Lars Linder-Aronson until further notice.

Pontus Lindwall has during the last four years worked as Executive Chairman of Betsson AB, and he previously held the position as CEO & President for another nine years. Betsson AB's current CEO & President, Magnus Silfverberg, has been employed within the Betsson Group since 2009. Magnus has led the company as CEO & President since 2011 and will leave his position after the presentation of the results for the first half of 2015.

"I have had six fantastic years at Betsson. The company has during this period more than tripled in size and quadrupled its market value. I am proud of the journey we have made, and it has not been an easy decision to leave Betsson. However, I am leaving a company in top shape with a very strong culture, and I have great confidence that Betsson will continue to develop well in the future", says Magnus Silfverberg, CEO & President of Betsson AB.

"Magnus has truly contributed to Betsson's success and its strong current market position, and we would like to thank Magnus for his achievements, while we also wish him the best of luck in his future career. The Betsson Group has today a strong customer focus and a clear strategy which we intend to continue working after", says Pontus Lindwall, Chairman of Betsson AB.

---

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 LARGE CAP LIST, (BETS).

POST AND VISIT ADDRESS	TELEPHONE/FAX	REGISTERED OFFICE	E-MAIL WEB	CORPORATE REG.NO. VAT.REG.NO.
REGERINGSGATAN 28 111 53 STOCKHOLM, SWEDEN	+46 (0)8 506 403 00 +46 (0)8 735 57 44	STOCKHOLM	INFO@BETSSONAB.COM WWW.BETSSONAB.COM	556090-4251 SE556090425101

For further information, please contact:

Pontus Lindwall, Chairman of Betsson AB (publ), tfn: +46 (0)8 506 403 00,  
[pontus.lindwall@betssonab.com](mailto:pontus.lindwall@betssonab.com)

Magnus Silfverberg, CEO and President Betsson AB (publ), phone: +46 (0)8 506 403 00,  
[magnus.silfverberg@betssonab.com](mailto:magnus.silfverberg@betssonab.com)

Malin Sparf Rydberg, Director of Communications Betsson AB (publ), +46 (0)70 477 17 00,  
[malin.sparfrydberg@betssonab.com](mailto:malin.sparfrydberg@betssonab.com)

---

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 LARGE CAP LIST, (BETS).

POST AND VISIT ADDRESS	TELEPHONE/FAX	REGISTERED OFFICE	E-MAIL WEB	CORPORATE REG.NO. VAT.REG.NO.
REGERINGSGATAN 28 111 53 STOCKHOLM, SWEDEN	+46 (0)8 506 403 00 +46 (0)8 735 57 44	STOCKHOLM	INFO@BETSSONAB.COM WWW.BETSSONAB.COM	556090-4251 SE556090425101