

## Press Release Betsson AB (Publ)

### CHANGE IN BETSSON AB CORPORATE MANAGEMENT TEAM

A key and strategic appointment has been made at Betsson AB to strengthen its corporate management team, the company announced today.

Pia Rosin has been appointed Vice President of Corporate Communication as of 20 June 2016. Her role will encompass investor relations and financial communications for Betsson AB. Pia was previously Investor Relations Manager at Saab Defence and Security and has vast experience in corporate communications.

“Pia will be creating a responsive and shareholder-focused investor relations function. She brings to the role a broad knowledge of our business from her time at Entraction as well as investor relations from her time at Saab. I am confident that she will quickly become an extremely valuable partner to our investor community”, Ulrik Bengtsson, President and CEO of Betsson AB, said.

For further information, please contact:

Ulrik Bengtsson, CEO and President Betsson AB (publ), telephone: +46 (0)8 506 403 00,  
[ulrik.bengtsson@betssonab.com](mailto:ulrik.bengtsson@betssonab.com)

---

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTERING SHAREHOLDINGS IN COMPANIES THAT, THROUGH PARTNERS OR BY THEMSELVES, OFFER GAMES TO END USERS VIA THE INTERNET. THE GROUP OFFERS CASINO, SPORTSBOOK, POKER, SCRATCHCARDS, BINGO AND OTHER GAMES. CUSTOMERS ARE PRIMARILY FROM THE NORDIC 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