

Press release Betsson AB (Publ)

Betsson first to use gambling app for Apple TV

Betsson's subsidiary Betsafe launches, as the first company, a gambling app to Apple TV and Sweden is the first country in the launch. Today, May 19th, Swedish players can log in and play directly from their Apple TV. This initiative is in line with Betsson subsidiaries strategy to be at the forefront in providing the industry's best customer experience.

- We always look for new opportunities to develop the customer experience which makes it natural that we meet our customers on their terms and where they are. The fact that we have the first gambling app on the Apple TV platform reflects our ambition in enhancing the customer experience, says Jesper Svensson Chief Commercial Officer, Betsson Malta

- It is undoubtedly that Betsson Malta in this effort, once again is ground-breaking and this will most likely set the standard for the entire gaming industry forward. Sweden is the first but Betsafe will soon introduce this in other countries, says Ulrik Bengtsson CEO of Betsson AB.

Betsafe Live Roulette app is available for players in Sweden as of May 19th 2016.

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