

Press release Betsson AB (Publ)

Betsson launches the Emperor - a new social betting game.

Betsson's subsidiary Betsafe launches a new social and innovative native pool betting game for iOS and Android. In Emperor powered by Betsafe, players score points by predicting events in a live football match. Players who participate compete against each other to win cash prizes that are pre-allocated from a prize pool.

- There is an increased demand for games that engage players during the games and therefore we are launching the football version of the Emperor for Euro 2016. I am confident that it will enhance the experience for our customers, says Jesper Svensson Chief Commercial Officer, Betsson Malta.

- This initiative is in line with Betsson subsidiaries strategy to be at the forefront in providing great innovative mobile customer experiences. Our subsidiaries have now developed 24 unique mobile apps, says Ulrik Bengtsson CEO of Betsson AB.

The first version of the Emperor App will provide all the matches in the Euro Championship in France, but will be scaled up with more leagues and features in Q3.

Emperor powered by Betsafe is available for players in the Betsafe main markets, including UK, Sweden, Norway and Finland, as of today June 17th.

Learn more about Emperor powered by Betsafe: go.betsafe.com/emperor

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