

Press release Betsson AB (Publ)

Invitation to presentation of the results for the second quarter 2016

Betsson invites media, analysts and investors to Betsson's office at Regeringsgatan 28, Stockholm, Sweden, on Thursday, July 21, 2016 at 09:00 CEST, for the presentation of the results for the second quarter 2016. The presentation will also be available through webcast and phone.

The report will be published at 07:30 CEST. CEO and President Ulrik Bengtsson will present the report. The presentation will be followed by a question and answer session. The presentation will be held in English.

To participate by phone, please dial:

UK: +44 2033645374

SE: +46 850556474

US: +1 8557532230

To participate by Webcast at 09:00 CEST (audio and power point presentation) visit www.betssonab.com or <http://edge.media-server.com/m/p/58i9m8jp>

A copy of the power point presentation will be available for download at www.betssonab.com as of July 21, 2016.

For further information, contact:

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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).

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