

## Press Release Betsson AB (Publ)

### Issue and repurchase of class C shares

The Board of Directors of Betsson AB has on November 23<sup>rd</sup> 2016, in accordance with the authorisation granted to the Board of Directors at the Annual General Meeting held on May 12, 2016, resolved to issue up to 1,384,157 class C shares at a subscription price of SEK 0.67, corresponding to the quota value of the share.

The newly issued shares may be subscribed for by the bank or stock broker from time to time appointed by the company to administrate the incentive schemes of the Betsson group. The shares must be subscribed for no later than January 31<sup>st</sup> 2017. The Board of Directors has in connection with the resolution to issue the shares also resolved to repurchase all issued class C shares, at a price of SEK 0.67.

The purpose of the share issue and the repurchase of the class C shares are to secure delivery of shares pursuant to the incentive scheme resolved at the Annual General Meeting held on May 12, 2016. Prior to any delivery of shares pursuant to the incentive scheme, Betsson will convert class C shares into class B shares. Class C shares are not entitled to any dividend payments.

For further information, please contact:

Fredrik Rüdén, CFO Betsson AB  
+46 (0)73 311 72 62, fredrik.ruden@betssonab.com

Pia Rosin, VP Corporate Communication Betsson AB  
+46 (0)73 600 85 00, pia.rosin@betssonab.com

*This information is information that Betsson AB is obliged to make public pursuant to the Financial Instruments Trading Act. The information was submitted for publication at 13.30 CET on November 23<sup>rd</sup> 2016.*

---

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<br>STOCKHOLM, SWEDEN | +46 (0)8 506 403 00<br>+46 (0)8 735 57 44 | STOCKHOLM         | INFO@BETSSONAB.COM<br>WWW.BETSSONAB.COM | 556090-4251<br>SE556090425101    |