

## Press Release Betsson AB (Publ)

### Betsson AB changes dividend policy

Today, the Board of Directors of Betsson AB decided to change the dividend policy in order to increase the company's financial capabilities to be active in the consolidation of the gaming industry.

Betsson AB's new dividend policy is applicable as of the financial year 2017 and reads: *The Board's ambition for the ordinary distribution to shareholders is, provided a continued attractive capital structure, to distribute up to 50 percent of net earnings, through cash transfer, an automatic redemption process or via repurchase of own shares.*

"The Board reasons that Betsson should have a dividend policy that is relevant for its growth profile. The advantages of size are increasing, not least following the introduction of local regulation of the gaming market. The new dividend policy gives Betsson increased capabilities to make acquisitions, which the Board believes will add long-term value to shareholders," said Pontus Lindwall, Chairman of the Board, Betsson AB.

Betsson's strategy is to grow both organically and through acquisitions. The introduction of new local regulations increases both technical and compliance requirements, and rewards companies of scale that operate on proprietary platforms and systems. The increased complexity of the market drives consolidation, and Betsson is well positioned to be a successful acquirer. Betsson's subsidiaries have gaming licenses in 11 jurisdictions and the company's ambition is to increase the share of revenue from locally regulated markets, which the company views as sustainable and valuable revenue streams.

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BETSSON AB (PUBL) IS A HOLDING COMPANY THAT INVESTS IN AND MANAGES FAST-GROWING COMPANIES WITHIN ONLINE GAMING. THE COMPANY IS ONE OF THE LARGEST IN ONLINE GAMING IN EUROPE AND HAS THE AMBITION TO OUTGROW THE MARKET, ORGANICALLY AND THROUGH ACQUISITIONS. THIS SHOULD BE DONE IN A PROFITABLE AND SUSTAINABLE MANNER, PRIMARILY IN LOCALLY REGULATED MARKETS. BETSSON AB IS LISTED ON NASDAQ STOCKHOLM, LARGE CAP (BETS).

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