

Press Release Betsson AB (Publ)

Finally! Betsson submits application for gaming licence in Sweden

The Betsson Group has been offering gaming entertainment to Swedish customers since 1963 and has been an instrumental driver in pushing the development of the Swedish gaming market. Today, Betsson's subsidiaries can finally apply for a licence to conduct online gaming in Sweden. This gaming licence enables competition on equal terms and gives Swedish customers access to the games they desire under a Swedish regulation, which on the long term is positive for customers, operators and shareholders.

"It is good that Sweden has decided to open up the gaming market for free competition in a controlled environment. That today we can submit a licence application is a milestone for both Betsson and the gaming industry. We look forward to being able to operate in our home market as a recognised operator," comments Pontus Lindwall, CEO Betsson AB.

Subject to approval of the licence application, Sweden will be the twelfth jurisdiction where Betsson holds licences and pays local betting duties.

An interview with Pontus Lindwall is published on <https://www.betssonab.com/en/news-and-views>

For further information, please contact:

Pontus Lindwall, CEO and President Betsson AB
+46 (0)8 506 403 00

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

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).

POST AND VISIT ADDRESS	TELEPHONE/FAX	REGISTERED OFFICE	E-MAIL WEB	CORPORATE REG.NO. VAT.REG.NO.
REGERINGSGATAN 28 111 53 STOCKHOLM, SWEDEN	+46 (0)8 506 403 00 +46 (0)8 735 57 44	STOCKHOLM	INFO@BETSSONAB.COM WWW.BETSSONAB.COM	556090-4251 SE556090425101