

Press Release Betsson AB (Publ)

Betssongroup receives gaming licence in Sweden

Today Betssongroup has received licence to conduct online gaming in Sweden. The licences received today are effective from January 1, 2019 and comprise the brands Betsson, NordicBet and SverigeAutomaten. Betsson now holds licences in twelve jurisdictions and pays local betting duties. The Swedish betting duties is set at 18 percent.

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. The 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 opens up the gaming market for free competition in a controlled environment. We look forward to operate on our Swedish home market as a recognised operator on equal terms,” comments Pontus Lindwall, CEO Betsson AB.

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This information is information that Betsson AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, on 30 November 2018, at 10.10 am CET.

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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