

Press Release Betsson AB (publ)

Betsson announces tender offer regarding outstanding bonds

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Betsson AB (publ) (the "Company or "Betsson") is offering holders of the Company's outstanding senior unsecured floating rate bonds maturing on 28 November 2019 with ISIN SE0009320617 and outstanding amount of SEK 1,000,000,000 (the "Bonds") to tender up to SEK 1,000,000,000 for purchase by the Company for cash (the "Tender Offer") at a price of 100.70% of the nominal amount. Bonds will be repurchased subject to the terms and conditions described in a tender information document dated 16 September 2019 (the "Tender Information Document").

Betsson has, as previously announced, mandated Nordea and Swedbank as joint bookrunners to arrange investor meetings to investigate the possibility to issue a new senior unsecured bond, subject to market conditions (the "New Bonds").

The Company's repurchase of Bonds is conditional upon a successful issue of New Bonds.

The Tender Information Document can be found on the Company's website under the following link: <https://www.betssonab.com/en/funding>

The Tender Offer expires at 12:00 CEST on 19 September 2019, unless extended, re-opened, withdrawn or terminated at the sole discretion of the Company. Settlement of the Tender Offer is expected to occur at or around 26 September 2019.

Holders of Bonds who accepts the Tender Offer will be eligible to receive a priority in the allocation of the New Bonds subject to the terms set out in the Tender Information Document. Holders of Bonds who subscribes for New Bonds may accordingly receive priority in the Tender Offer.

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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The terms and conditions of the Bonds will continue to be in effect for bondholders who do not participate in the Tender Offer, or whose Bonds are not accepted for repurchase by the Company.

The Company has appointed Nordea and Swedbank to act as dealer managers, joint bookrunners and tender agents in connection with the issue of New Bonds and the Tender Offer. Gernandt & Danielsson has been appointed as legal counsel.

Dealer managers, joint bookrunners and tender agents:

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This information is information that Betsson AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Swedish securities markets act (2007:528). The information was submitted for publication, through the agency of the contact persons set out above, on 16 September 2019, at 15.30 CET.

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