

Press Release Betsson AB (publ)

Betsson signs Sportsbook B2B deal with ibet

Gaming operator ibet has selected Betsson Group as their sportsbook provider for its upcoming European entry. This is Betsson Group's first pure sportsbook supplier deal and a stepping stone for the company's B2B offering.

ibet will be launched in May prior to the Euros by Malta-based Claymore Group whose executive team has also run one of the largest Asian gaming operators, LeTou. For their European launch ibet's partnership with Betsson Group will include both a technology platform and odds compiling.

"This is a milestone for us for many reasons. It does not only manifest that we have a competitive sportsbook product, but also demonstrates how our strong technology platform can offer new B2B possibilities. We are very proud that the Claymore Group has chosen us as a supplier for their European venture", says Pontus Lindwall CEO Betsson AB.

Claymore Group Chairman Paul Fox, who is launching western-facing ibet later this year, added: "The Claymore Group has ambitious plans for ibet in 2020 and our partnership with Betsson Group is of vital importance as we aim to replicate the success we have enjoyed in Asia with LeTou."

About Betsson AB

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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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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