

Press Release Betsson AB (publ)

Acquisitions of own shares in Betsson AB and disclosure in accordance with the Swedish Financial Instruments Trading Act

Betsson AB has, during the period 24 March 2020 - 26 March 2020, acquired a total of 729 168 own shares within the framework of the automated repurchase program introduced by the board of directors to improve the capital structure of the company by reducing the capital. The maximum amount for which own shares may be acquired (SEK 60 million) has thereby been reached, and the program has been concluded.

The repurchase program, which Betsson AB announced on 20 March 2020 and which in accordance with the announcement on 23 March 2020 was implemented as an automated repurchase program, was implemented in accordance with the EU Market Abuse Regulation No 596/2014 ("MAR") and Commission Delegated Regulation No 2016/1052 ("Safe Harbour Regulation").

During the period 24 March 2020 – 26 March 2020, shares in Betsson AB have been acquired as set out below.

Date	Aggregated daily volume (number of shares)	Weighted average price per day (SEK)	Daily transaction value (SEK)
2020-03-24	300,000	34.6624	10,398,720
2020-03-25	410,000	36.4475	14,943,475
2020-03-26	19,168	36.4417	698,515

The acquisitions have been carried out on Nasdaq Stockholm by Carnegie Investment Bank AB (publ) on behalf of Betsson through the automated repurchase program. Following the above acquisitions, Betsson AB's holding of own shares amounted to 7 840 908 as of 26 March 2020. The total number of shares in Betsson AB is 144,493,238.

A full breakdown of the transactions conducted according to article 5.3 of MAR and article 2.3 of the Safe Harbour Regulation is attached to this press release. Since 20 March 2020 up to and including 26 March 2020, a total of 1 762 316 shares for a total amount of SEK 59,999,969 have been acquired within the scope of the program, of which a total of 729,168 shares for a total amount of SEK 26,040,710 were acquired through the automated repurchase program. The maximum amount for which shares could be acquired was SEK 60 million (of which SEK 26,040,740 through the automated repurchase program).

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.
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As this amount has now been reached, the program is concluded and no further repurchases of shares will be carried out through this program.

For information about all transactions carried out under the repurchase program, please refer to Nasdaq Stockholm's website, <http://www.nasdaqomx.com/transactions/markets/nordic/corporate-actions/stockholm/repurchases-of-own-shares>.

Disclosure pursuant to the Swedish Financial Instruments Trading Act

Pursuant to Chapter 4, Section 18 of the Swedish Financial Instruments Trading Act (1991:980), Betsson AB shall disclose if any of the thresholds regarding voting rights or number of shares set out in such act are crossed. After the acquisitions referred to above, the company holds 7 840 908 own shares as of today, representing 2.7 percent of the voting rights and 5.4 per cent of the capital. Accordingly, the disclosure limit of 5 percent has been passed on 24 March 2020.

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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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 March 26, 2020 at 22:00 CET.

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