



Betsson AB completes acquisition of GiG's B2C vertical

Betsson AB (Betsson) completes the acquisition of Gaming Innovation Group Inc.'s (GiG) B2C vertical, Zecure Gaming Limited, where the assets, business activities, operations, front-end and middleware technology and gaming licences attributable to the B2C operations are included. The deal has been formally approved by antitrust regulators.

Betsson's ambition is to create shareholder value by outgrowing the online gambling market. This transaction further strengthens Betsson's presence in some of its key strategic markets and opens for further opportunities with new brands in Croatia and Spain. Betsson expects the acquisition to increase scale in the business and to unleash synergies, being both revenue and earnings accretive from the second quarter 2020 onwards.

N.B. For details on the transaction see press release published on 14 February 2020.

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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 at Nasdaq Stockholm, Large Caps (BETS). www.betssonab.com