

Press Release Betsson AB (Publ)

Betsson launches Europebet in Belarus

Betsson has expanded its presence in Eastern Europe by beginning to operate in the Republic of Belarus. The initial offering includes casino, sportsbook and poker under the Europebet brand.

Parallel to the launch, Betsson has opened an office in Minsk responsible for customer service as well as administrative and operational activities.

Europebet.by is the first brand to offer poker in the Belarusian market. Several gaming providers are already on board and a wider portfolio of games by other suppliers will be added shortly. A live Casino offering will also be introduced in the coming weeks.

Pontus Lindwall, CEO of Betsson AB said, "Building on the success of Europebet in Georgia, the expansion into nearby Belarus is a natural step in our business growth strategy. We started looking into this market back in 2019 and have been preparing for this expansion ever since. As an operator, we will be introducing a high-quality and entertaining product, an excellent customer experience, innovative technology as well as providing multiple job opportunities through our new office in Minsk."

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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, and with local adaptations. Betsson AB is listed on Nasdaq Stockholm Large Cap (BETS).

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