

BETSSON LAUNCHES ONLINE GAMBLING IN PROVINCE AND CITY OF BUENOS AIRES, ARGENTINA

In line with its growth strategy for Latin America, Betsson continues to strengthen its presence on the continent by partnering with local operators. Betsson, together with leading land-based operator, Casino de Victoria, has been granted a license for both the Province and the City of Buenos Aires, Argentina and both of these are now live.

Whilst the land-based gambling market is very mature in Argentina, online gambling is still relatively new and thereby represents significant potential for Betsson in the country. For the Argentinian market, Betsson has partnered with Casino de Victoria, a leading land-based operator in Argentina and part of Grupo Mautone. Betsson's ambition is to become a market leader in the rapidly growing online market by combining Betsson's digital know-how and technical platform with Casino de Victoria's local market expertise.

[Betsson.com.ar](https://betsson.com.ar) (City of Buenos Aires) and [Betsson.bet.ar](https://betsson.bet.ar) (Province of Buenos Aires) are now live and offer online sports betting (both pre-match and live bets), casino slots, table games, and horse racing.

"The launch in Argentina signifies yet another milestone in LatAm and further strengthens Betsson's market presence in the region. The license for the Province of Buenos Aires, together with the license for the City of Buenos Aires, cement our position in the region. LatAm is a strategically important region where we are performing well and we have great ambitions for the future in Argentina," says Pontus Lindwall, CEO of Betsson AB.

Betsson launched its operation in the Province of Buenos Aires on January 6, 2022, after obtaining the license granted by the Provincial Institute of Lottery and Casinos (IPLyC). In turn, operations in the City of Buenos Aires began on January 17, 2022 from the license granted by the City Lottery (LOTBA).

Betsson's vision is to provide the industry's best customer experience. Betsson's Argentinian offering is developed on its robust technology platform featuring its proprietary sportsbook, a vast portfolio of casino games, and innovative features, aimed at providing a competitive gaming experience.

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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 (BETS).

About Casino de Victoria

Casino de Victoria S.A. and the economic group to which it belongs (Grupo Mautone) has the experience and technical knowledge on how to direct and manage the operations of casinos and gambling, gastronomy, and hospitality, both in the province of Entre Ríos as well as in the provinces of Buenos Aires and Mendoza. For more information, please visit

<https://casinovictoria.com.ar/>.