

Betsson appoints Roland Glasfors as new Vice President Communications and Investor Relations

Betsson AB has appointed Roland Glasfors as Vice President responsible for Communications, Sustainability and Investor Relations. He will be part of Betsson AB's group management and report to CEO Pontus Lindwall. Roland Glasfors will begin his role on 2 May 2022.

Roland Glasfors has a background within IR and strategy at gaming development company NetEnt and payment service provider Trustly, where he most recently served as Head of Investor Relations. He also has many years of experience from institutional equity sales, both in Sweden and internationally.

"Roland's extensive experience from capital markets and work in investor relations will be a great asset for us. His experience from the gaming sector is yet another advantage. With Roland on board, we can continue to further sharpen our communications and accelerate the pace of our sustainability work," said Pontus Lindwall, CEO and President of Betsson AB.

"I am very much looking forward to being part of the Betsson team. The company has long been a pioneer in driving the digitalization of the gaming industry in Northern Europe. Betsson's recent investments and acquisitions make this an exciting time for the company with growth opportunities in several new markets around the world. The Group has also made many efforts in recent years to integrate sustainability in its strategy and thus create favorable conditions to secure a sustainable and responsible business model for fair and competitive gaming markets," said Roland Glasfors, incoming Vice President Communications and Investor Relations at Betsson AB.

For more information, please contact:

Pontus Lindwall, CEO Betsson AB
pontus.lindwall@betssonab.com

Martin Öhman, CFO Betsson AB
martin.ohman@betssonab.com

Roland Glasfors, incoming Vice President Communications and Investor Relations Betsson AB
0760 - 024 863

POST AND VISIT ADDRESS	TELEPHONE	REGISTERED OFFICE	E-MAIL WEB	CORPORATE REG.NO. VAT.REG.NO.
REGERINGSGATAN 28 111 53 STOCKHOLM, SWEDEN	+46 (0)8 506 403 00	STOCKHOLM	INFO@BETSSONAB.COM WWW.BETSSONAB.COM	556090-4251 SE556090425101

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).

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