

BETSSON'S BRAND BETSAFE IS LIVE ON THE REGULATED MARKET IN ONTARIO, CANADA

Betsson has been granted operator and supplier licenses for online gaming on the locally regulated market in the province of Ontario, Canada, and a B2C offering has just been launched through Betsson's global brand Betsafe. This step is in line with Betsson's previously communicated market strategy for Ontario.

Betsson has launched a broad B2C offering through its global brand Betsafe, including online casino and sports betting, for the locally regulated market in Ontario. Betsafe's products will run on the platform of Strive Gaming (40%-owned by Betsson) and will be available to customers in Ontario via Betsson's native mobile apps, available for download via Apple Store and Google Play store, as well as via the website ot.betsafe.com. Betsson's product offering for Ontario has been localized to deliver a North American player experience.

Betsson has also received a supplier license, which enables the group to also offer the sportsbook product on a B2B basis to other operators.

Ontario, home to almost 40 percent of Canada's 38 million inhabitants, is economically the most important province of the country and the online gaming market in the province is widely expected to become one of the largest in North America.

Pontus Lindwall, President and CEO of Betsson AB, comments: "We are pleased to obtain the necessary licenses to operate with both a B2C and B2B offering in the locally regulated online gaming market in Ontario. We are convinced that there are great opportunities for Betsson in Ontario in both the B2C and B2B channels as we bring a highly competitive offering to the market."

For further information, please contact:

Roland Glasfors, Vice President Communications & Investor Relations, Betsson AB
+46 760 024863
ir@betssonab.com

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 B).

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