

NOTICE OF BETSSON AB'S ANNUAL GENERAL MEETING ON MAY 10, 2023

Shareholders of Betsson AB (publ), Reg. No. 556090-4251 ("Betsson" or the "Company"), are invited to the Annual General Meeting (or the "Meeting") on Wednesday, 10 May 2023, at 10.00 CEST a.m. at Helio GT30, Greve Turegatan 30 in Stockholm, Sweden.

Shareholders also have the opportunity to exercise their voting rights by postal voting prior to the Meeting.

Right to participate and notice of participation at the Meeting

Shareholders who wish to attend the Annual General Meeting venue in person or by proxy must:

- be listed as a shareholder in the presentation of the share register prepared by Euroclear Sweden AB concerning the circumstances on Tuesday, 2 May 2023, and
- give notice of participation to the Company by Thursday, 4 May 2023
 - via Betsson's website, www.betssonab.com under the Corporate Governance section,
 - by email to proxy@computershare.se,
 - by phone at +46 (0)771 24 64 00, or
 - by post to Betsson AB, c/o Computershare AB, Box 5267, SE-102 46 Stockholm, Sweden.

When giving notice of participation, state name, date of birth or registration number, address, telephone number and number of participating assistants, if any.

If the shareholder is represented by proxy, a written and dated power of attorney signed by the shareholder shall be issued for the representative. A power of attorney issued by a legal entity must be accompanied by the entity's certificate of registration (or a corresponding document of authority). To facilitate registration at the Annual General Meeting, the power of attorney, certificate of registration and other documents of authority should be sent to the Company well in advance to the address above. Forms of power of attorney are available on Betsson's website, www.betssonab.com, under the Corporate Governance section.

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

Right to participate and notice by postal voting

Shareholders who wish to participate in the Annual General Meeting by postal voting must:

- be recorded as a shareholder in the presentation of the share register prepared by Euroclear Sweden AB concerning the circumstances on Tuesday, 2 May 2023, and
- give notice of participation no later than Thursday, 4 May 2023, by casting the postal vote in accordance with the instructions below so that the postal voting form is received by the Company no later than that day.

A special form must be used for the postal vote. The form for postal voting is available on Betsson's website, www.betssonab.com, under the Corporate Governance section. Completed and signed forms for postal voting can be sent by email to proxy@computershare.se or by post to Betsson AB, c/o Computershare AB, Box 5267, SE-102 46 Stockholm, Sweden. Shareholders may also cast their votes electronically through verification with BankID via Betsson's website, www.betssonab.com, under the Corporate Governance section. Postal votes through BankID must be received by the Company no later than Tuesday, 4 May 2023.

Shareholders may not provide special instructions or conditions in the postal vote. If so, the entire postal vote is invalid. Further instructions and conditions may be found in the postal voting form.

If the shareholder submits the postal vote by proxy, a written and dated power of attorney signed by the shareholder must be attached to the postal voting form. If the shareholder is a legal entity, the entity's certificate of registration (or a corresponding document of authority) shall also be enclosed with the form. Forms of power of attorney are available on Betsson's website, www.betssonab.com, under the Corporate Governance section.

For questions about the postal voting, please contact Computershare by phone number +46 (0)771 24 64 00.

A shareholder who has voted by post may also attend the Meeting venue, provided that a notification has been made in accordance with the instructions under the heading "Right to participate and notice of participation at the Meeting" above. This means that postal voting does not constitute a notification also to attend the Meeting at the Meeting venue.

Nominee registered shares

In order to have the right to participate in the Meeting, shareholders who have their shares registered in a custody account must, in addition to giving notice of participation in accordance with the above instructions, register the shares in their own name so that the shareholders are registered in the presentation of the share register as of Tuesday, 2 May 2023. Such registration can be temporary (so-called voting rights registration) and must be requested with the custodian in advance and in accordance with the custodian's routines.

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Voting rights registrations made no later than Thursday, 4 May 2023, are included in the share register presented to the Annual General Meeting.

Proposed agenda

1. Opening of the Annual General Meeting
2. Election of a Chairman for the Annual General Meeting
3. Preparation and approval of the voting list
4. Approval of the agenda
5. Determination of whether the Annual General Meeting has been duly convened
6. Election of one or two persons to verify the minutes of the Annual General Meeting together with the Chairman
7. Speech by the Chief Executive Officer
8. Presentation of the Annual Report and the auditor's report, as well as the consolidated accounts and consolidated auditor's report
9. Resolution on adoption of the profit and loss statement and balance sheet for the Parent Company and Group
10. Resolution on the appropriation of the Company's profits or losses according to the adopted balance sheet
11. Resolution on discharge of liability for the members of the Board of Directors and the Chief Executive Officer
12. Determination of the number of
 - a) members of the Board of Directors, and
 - b) auditors
13. Determination of
 - a) remuneration to the members of the Board of Directors, and
 - b) fees payable to the auditor
14. Election of
 - a) Board of Directors and the Chairman of the Board, and
 - b) auditor
15. Resolution on approval of the Board of Director's remuneration report
16. Implementation of incentive plan
 - a) Resolution on implementation of the performance share plan 2023
 - b) Resolution on transfers of own series B shares to the participants of the performance share plan 2023
17. Splitting of shares and automatic redemption procedure (first occurrence)
 - a) Resolution on conducting a share split
 - b) Resolution on a reduction in the share capital by automatic redemption of shares
 - c) Resolution on an increase in the share capital through a bonus issue

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18. Splitting of shares and automatic redemption procedure (second occurrence)
 - a) Resolution on conducting a share split
 - b) Resolution on a reduction in the share capital by automatic redemption of shares
 - c) Resolution on an increase in the share capital through a bonus issue
19. Resolution on authorising the Board of Directors to resolve upon a repurchase and transfer of series B shares
20. Resolution on authorising the Board of Directors to resolve upon an issue of shares and/or convertibles
21. Closing of the Annual General Meeting

This information was submitted for publication, through the agency of the contact person set out below, on 3 April 2023, at 17:30 CEST.

For further information, please contact:

Fanny Mannheimer, Legal Counsel Betsson AB
fanny.mannheimer@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).

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