

Betsson enters Serbia with online casino offering

Betsson today announces that the Group has been granted a license for the locally regulated online casino market in Serbia. Further, an online casino offering has been launched under the brand name Rizk. This initiative is aligned with Betsson's strategy to grow through geographic expansion in new markets.

Betsson continues to strengthen its market presence in Central and Eastern Europe and Central Asia (CEECA). The CEECA region accounted for 43 percent of the Group's revenue in the second quarter of 2023. A further step has now been taken as Betsson is entering the locally regulated market in Serbia. A market-leading online casino offering is available to players in Serbia under Betsson's brand Rizk on desktop and mobile at www.rizk.rs

"I am proud to welcome Serbia as yet another locally regulated market for Betsson. Our vision is to offer the best customer experience possible and through the brand Rizk we are now ready to deliver a best-in-class online casino offering in Serbia", comments Pontus Lindwall, President and CEO for Betsson AB.

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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 profitably, sustainably, and with local adaptations. Betsson AB is listed on Nasdaq Stockholm (BETS B).

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