

## Betsson obtains sports betting license in France

Betsson today announces that the Group has been awarded a license to offer online sports betting on the locally regulated market in France. The operations in France will be run in collaboration with a local partner. The launch in the country is expected to take place during the fourth quarter of 2023 under the Betsson brand.

Betsson's strategy is to grow through geographic diversification and steps are now being taken towards a launch of sports betting on the regulated market in France. Through a joint venture with a local partner, Betsson has obtained a license to offer sports betting over the internet in France.

"I'm pleased that Betsson has obtained a license to offer sports betting in France, which is an important gaming market in Europe with great long-term potential for online gaming. By combining our knowledge and experience as a global gaming operator with the local expertise of our partner, we can offer an unbeatable customer experience in sports betting in France", comments Pontus Lindwall, President and CEO of Betsson AB.

**For further information, please contact:**

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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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