

betssonab

Q2 2025

Presentation of interim report



# Q2 2025

## KEY FIGURES

REVENUE  
**304**  
**MEUR**  
+12% YoY

EBIT  
**69 MEUR**  
+8% YoY  
EBIT MARGIN  
**22.7%**

Earnings per  
share (EPS)  
**0.36**  
**EUR**  
+9% YoY

CUSTOMER  
DEPOSITS  
**1,489**  
**MEUR**  
+4% YoY



SPORTSBOOK  
TURNOVER  
**-4%**  
YoY

SPORTSBOOK  
REVENUE  
**+15%**  
YoY  
Margin 9.5%

CASINO  
TURNOVER  
**+1%**  
YoY

CASINO  
REVENUE  
**11%**  
YoY

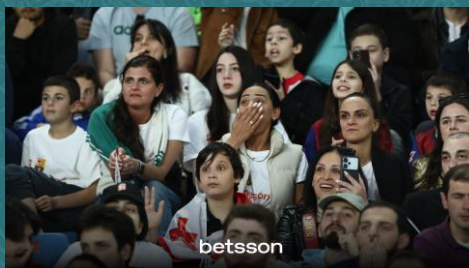
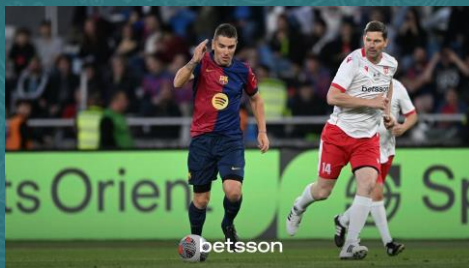


# OUR MARKETS - SOME ACTIVITIES



## GEORGIA

Rebranded Europebet to Betsson



## LITHUANIA

Rebranded Betsafe to Betsson





# OUR MARKETS - SOME ACTIVITIES

EXISTING  
MARKETS

NEW MARKETS

B2B

M&A



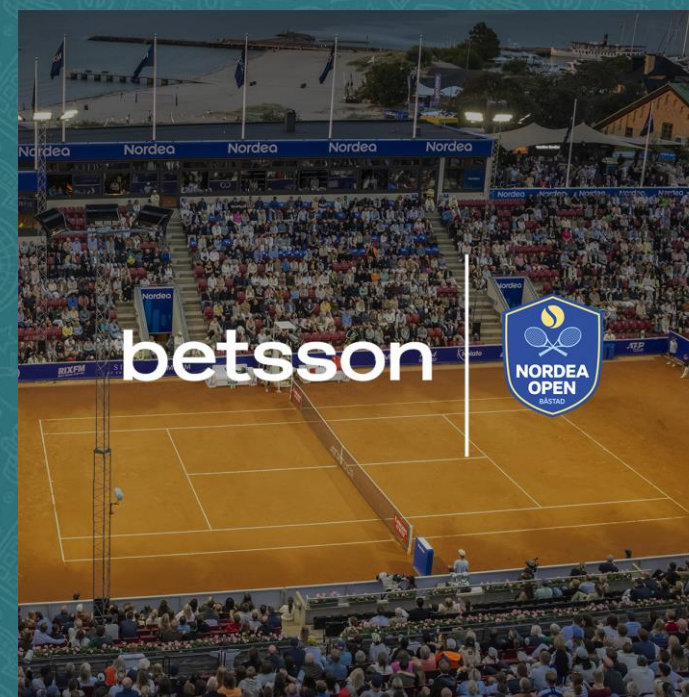
## BELGIUM

Jersey sponsorship with  
Club Brugge



## SWEDEN

Extended sponsorship with  
ATP Nordea Open in Båstad





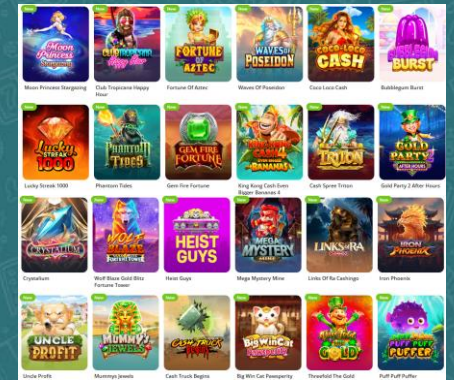
# PRODUCT & TECHNOLOGY DEVELOPMENT



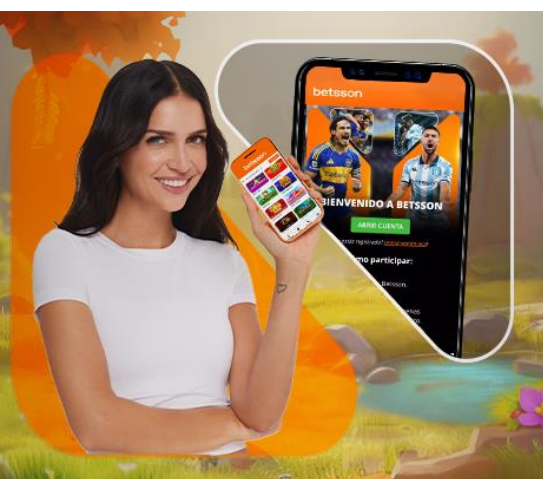
Sportsbook: Further UX features and Betbuilder functionality rolled out



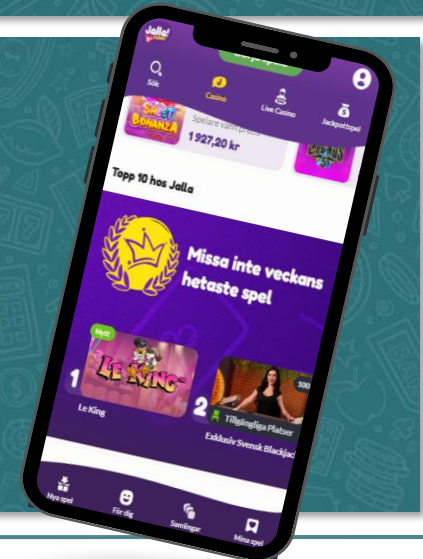
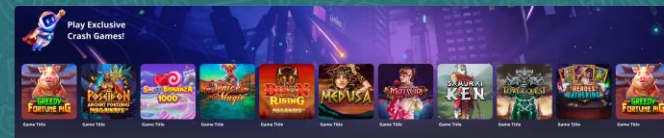
Casino: 453 new games released, including 36 exclusives



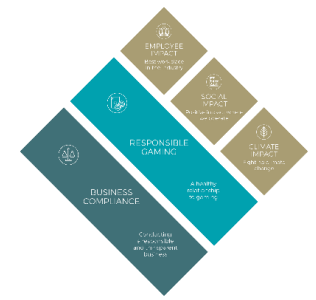
New native app developed for Argentina, launching in Q3



New front-end framework being rolled out



# SUSTAINABILITY



Betsson was awarded three ISO certifications and two attestations, reflecting the Group's commitment to operating responsibly, ethically and sustainably.



Certified company: Azzurri Ltd, part of:

**betsson**group

— In May, Betsson hosted a full day of ESG discussions for the second year running at one of Europe's top iGaming events.



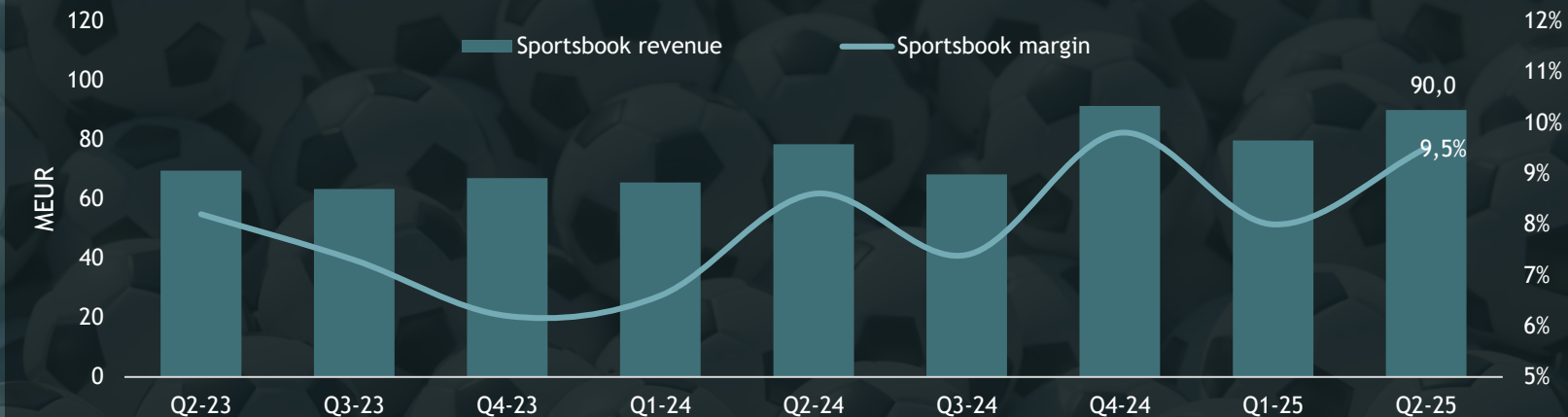


# CUSTOMER ACTIVITY AND UNDERLYING KPIs

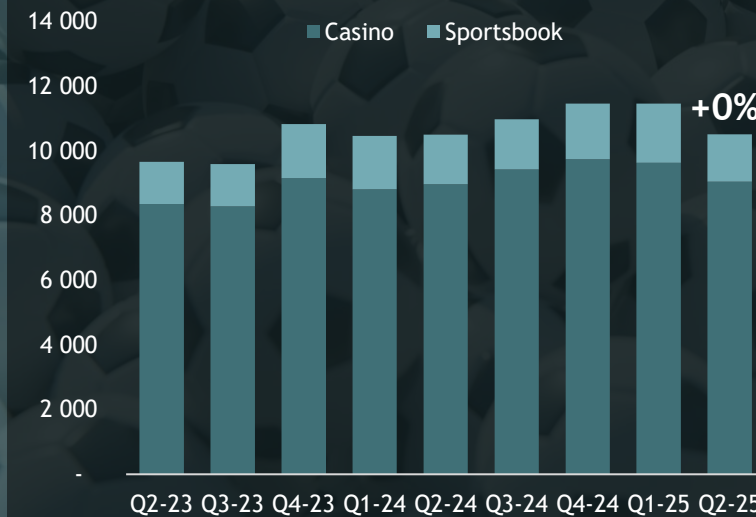
Customer deposits (MEUR)



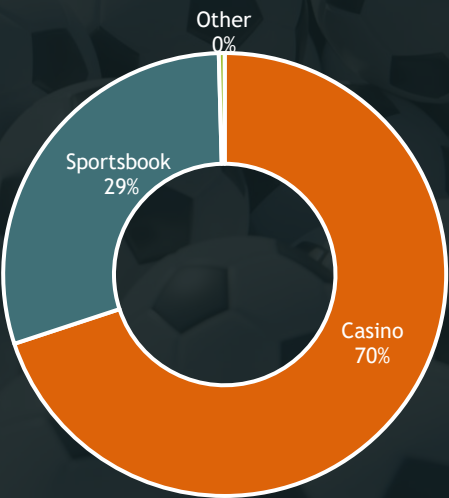
Sportsbook revenue and margin



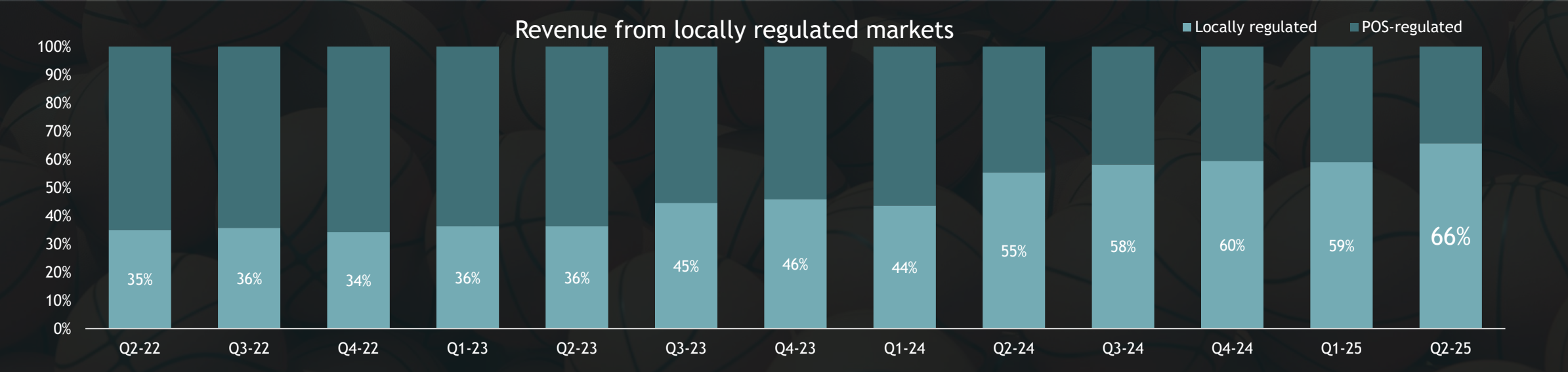
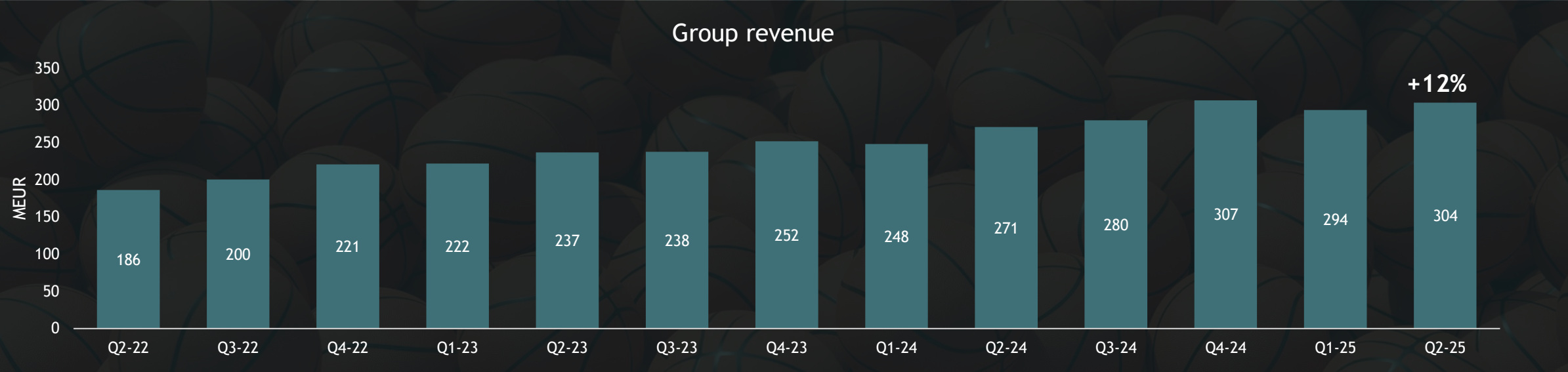
Gross turnover / Total bets (MEUR)



Sportsbook turnover	-4%
Sportsbook margin	9.5% (8.6%)
L2Y average SB margin	7.9%
Sportsbook revenue	+15%
Casino turnover	+1%
Casino revenue	+11%

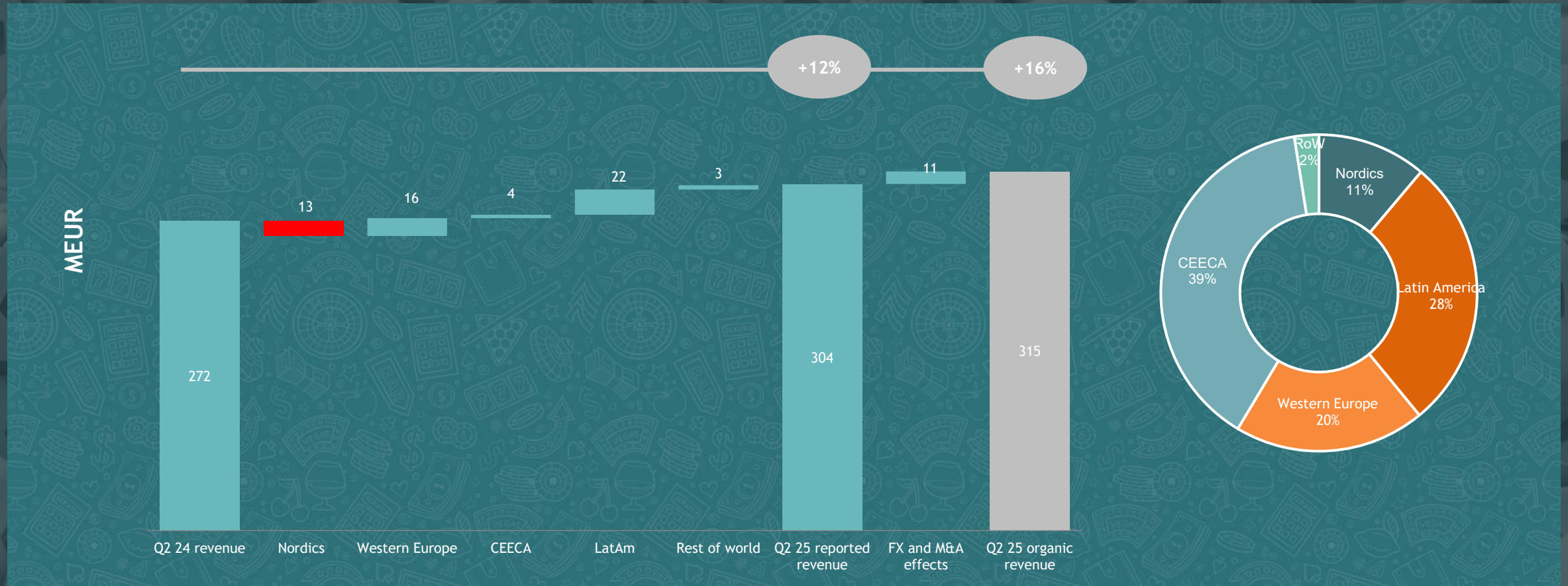


# REVENUE DEVELOPMENT BY QUARTER





# REVENUE DEVELOPMENT BY REGION YOY





# EBIT DEVELOPMENT YOY



MEUR	Q2 2025	Q2 2024
Revenue	304	272
Gross profit	194	177
Gross profit margin	63.9%	65.1%
Opex	125	113
EBIT	69	64



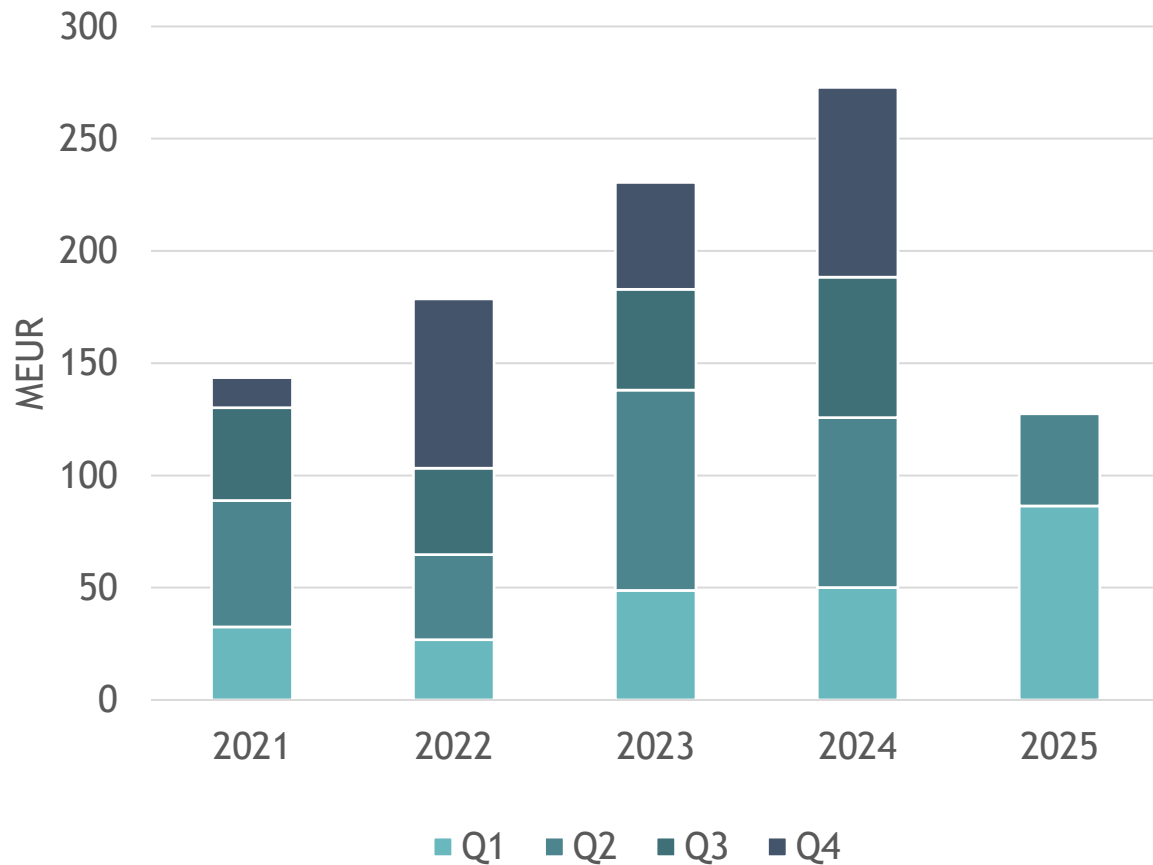
# CASH FLOW & FINANCIAL POSITION

- Operating cash flow in Q2
  - Increased operating profit
  - Negative effect from working capital due to decreased debt to players, decreased accrued expenses and higher paid tax
- Investments in Q2
  - Investments in own development
- Financing activities in Q2
  - Paid dividend to shareholders
  - Repurchase of bonds in series 2023/2026
- Net cash of 151.8 (93.1) MEUR at end of Q2
  - Net debt/EBITDA: -0.5x (-0.3x)
  - Equity/assets: 60% (61%)

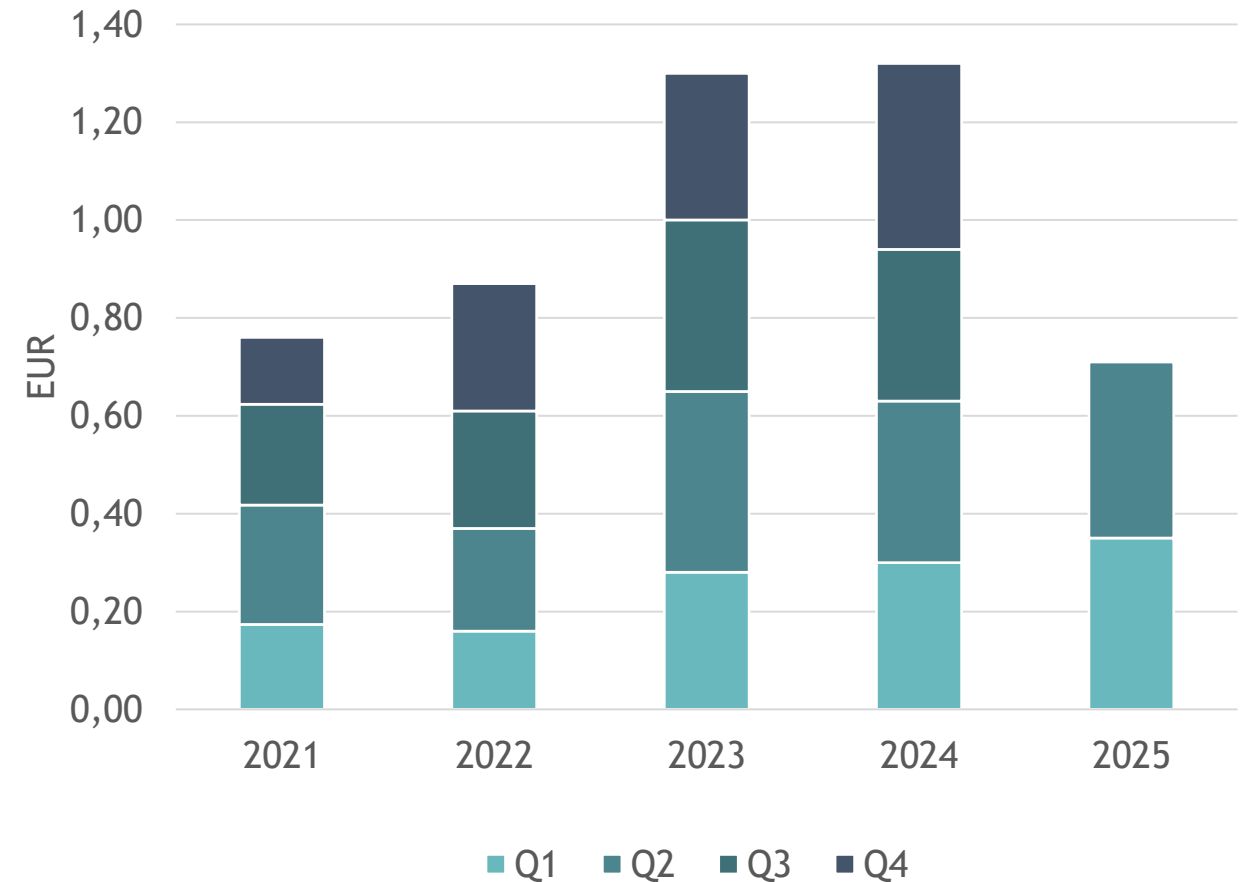
MEUR	Q2 2025	Q2 2024
<b>Operating cash flow</b>	<b>41.1</b>	<b>75.8</b>
Cash flow from investing activities	-13.9	-14.1
Cash flow from financing activities	-65.6	-36.4
<b>Cash flow for the period</b>	<b>-38.3</b>	<b>25.3</b>
Cash and cash equivalents, end of period	327.0	263.9

# CASH FLOW AND EARNINGS PER SHARE

Operating cash flow



Earnings per share (EPS)





# Q3 2025 TRADING UPDATE\*

Average daily revenue up to and including 13 July was 5.2% higher than the average daily revenue of the full quarter of Q3 2024.

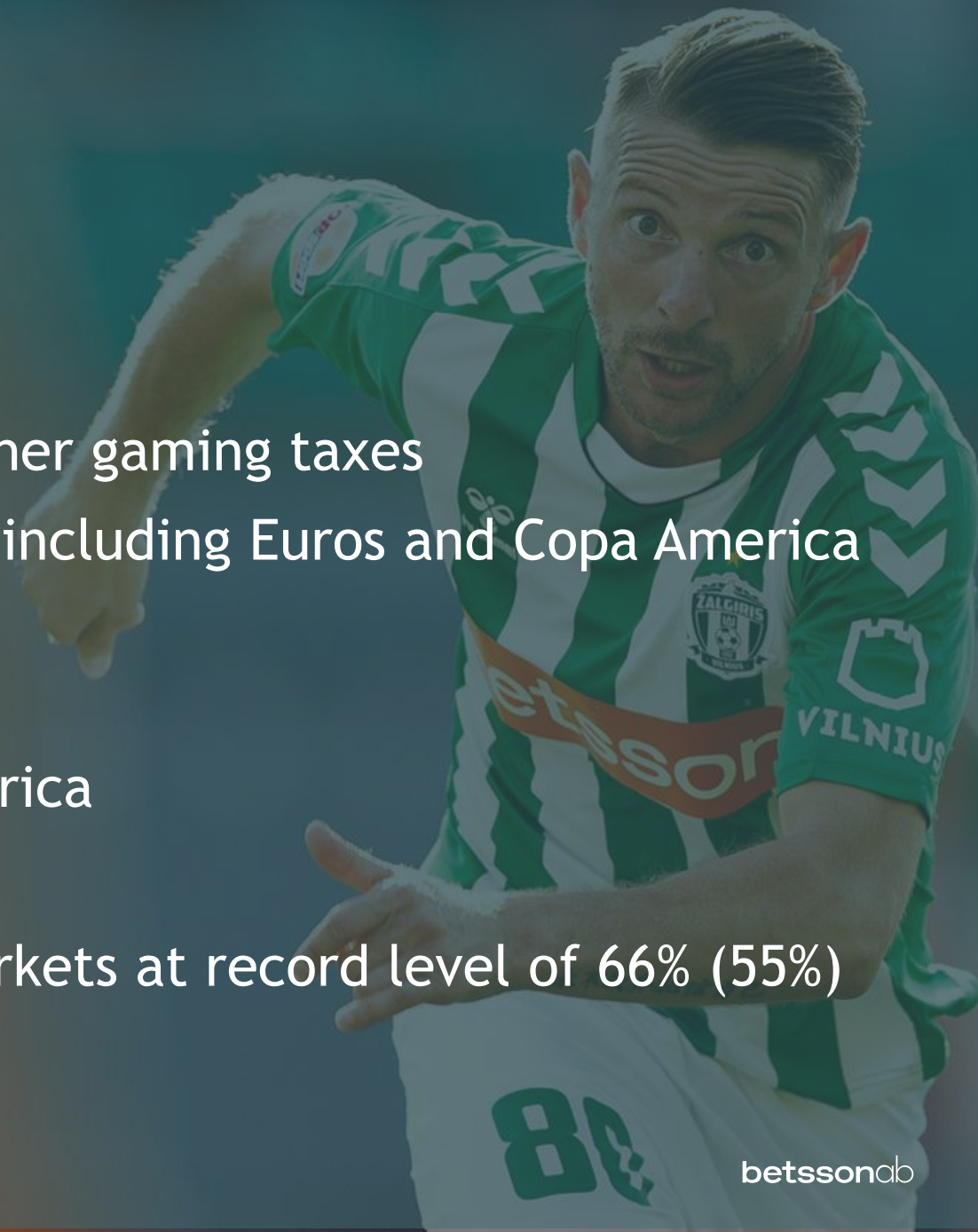
The third quarter 2024 included the UEFA European Championship and Copa America.

*\* This is not a revenue forecast, only an indication of how the third quarter of 2025 has started.*



# HIGHLIGHTS Q2 2025

- Continued profitable growth
  - Revenue up 12% year over year
  - EBIT up 8% year over year, absorbing higher gaming taxes
  - Challenging year-over-year comparisons including Euros and Copa America last year
  - FX headwinds in both B2C and B2B
- Strengthened market positions in Latin America
  - Latin America revenue +35% vs Q2-24
- Share of revenue from locally regulated markets at record level of 66% (55%)
- Solid cash flows and strong balance sheet





# Q&A

# FINANCIAL CALENDAR



24 October 2025  
Q3 2025 results



5 February 2026  
Q4 2025 and FY 2025 results

# CONTACT



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