



betssonab

Q4 2025

Presentation of year-end report

Q4 2025 FINANCIAL HIGHLIGHTS



REVENUE
304
MEUR
-1% YoY

EBIT
53 MEUR
-24% YoY
EBIT MARGIN
17.5%

CUSTOMER
DEPOSITS
1,492
MEUR
-6% YoY

CASINO
REVENUE
+3%
YoY

Earnings per
share (EPS)
0.24
EUR
-37% YoY

NET CASH ON
BALANCE SHEET
158 MEUR

ACTIVE
CUSTOMERS
1.4 M
+5% YoY

SPORTSBOOK
REVENUE
-9%
YoY
Margin 8.8%

SUMMARY Q4 2025

- Continued growth in Western Europe and Latin America, but slowdown in CEECA and Nordics
- Continued strength in B2C, but decline in B2B
- Share of revenue from locally regulated markets at 68 (60%), driving higher gaming taxes
- Continued investments to strengthen the customer experience and competitiveness in the long term
- Lower B2B revenue, higher gaming taxes and personnel expenses had a negative impact on profitability in the quarter
- Operationally Betsson stands strong with a competitive product offering, increasing brand awareness and technology at the forefront

FULL YEAR 2025 KEY FIGURES



All-Time High Level

*Proposed by the Board

betssonab

OUR MARKETS - SOME ACTIVITIES

EXISTING
MARKETS

NEW MARKETS

B2B

M&A



GREECE



New naming sponsor
of Peristeri BC



betsson

OFFICIAL SPONSOR



betsson

Official Naming Partner
and Main Sponsor

New official sponsor
of Iraklis FC

New naming sponsor of
Panionios Women's
Volleyball Club



PERU

New official sponsor of the
volleyball league



OUR MARKETS - SOME ACTIVITIES

EXISTING
MARKETS

NEW MARKETS

B2B

M&A



ITALY

New awareness campaign against
violence toward women



“Quello che non è normale” with Volley Millenium
Brescia and Casa delle Donne



GREECE

New anti-bullying campaign with
Aris Betsson and Mykonos Betsson



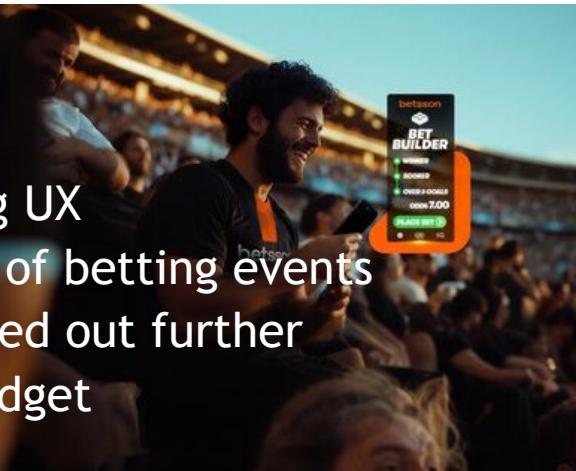
Players wear joint campaign shirts
promoting respect and inclusion

PRODUCT & TECHNOLOGY DEVELOPMENT



Sportsbook:

- Further strengthening UX
- Betbuilder expansion of betting events
- Early win pay out rolled out further
- New quick deposit widget



Italy:

- Adapts to new technical regulatory requirements
- Two new licences obtained



Casino:

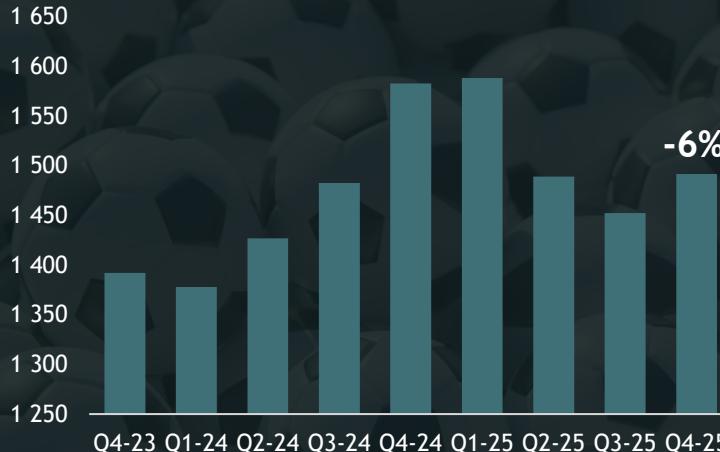
- 553 new games released
- 35 with exclusivity
- New slots suppliers launched



Platform:
Continuous development to strengthen performance and flexibility

CUSTOMER ACTIVITY AND UNDERLYING KPIs

Customer deposits (MEUR)



Active customers (000s)



Sportsbook revenue and margin



Sportsbook turnover

-14%

Sportsbook margin

8.8% (9.8%)

L2Y average SB margin

8.4%

Sportsbook revenue

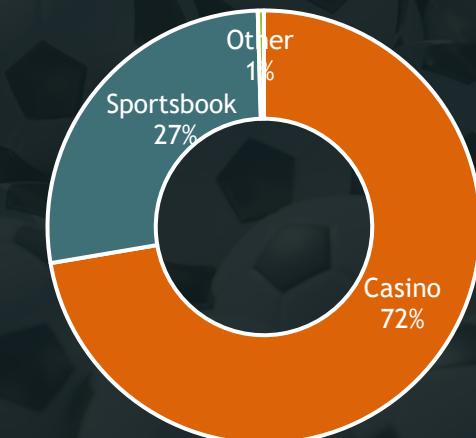
-9%

Casino turnover

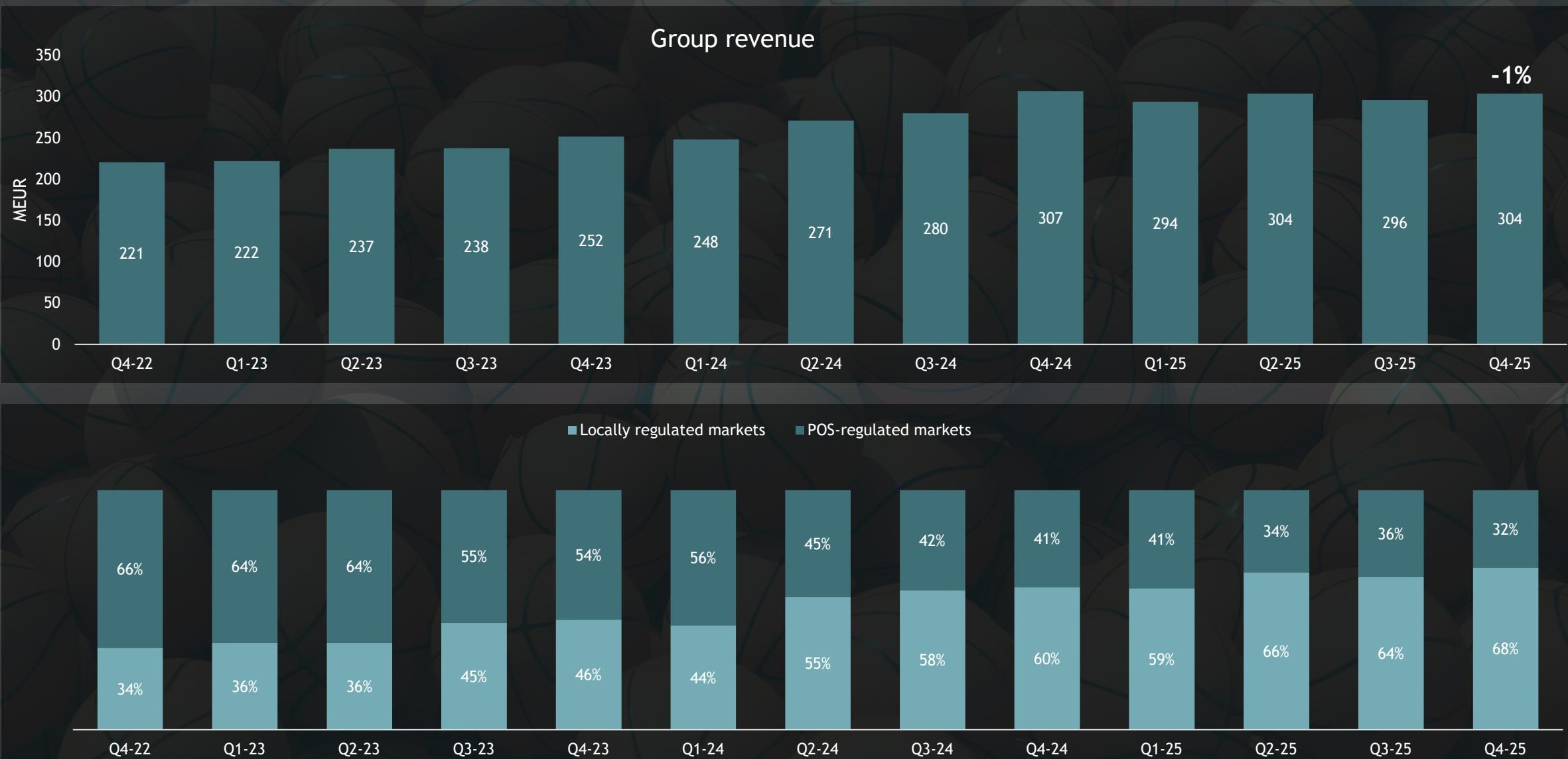
-7%

Casino revenue

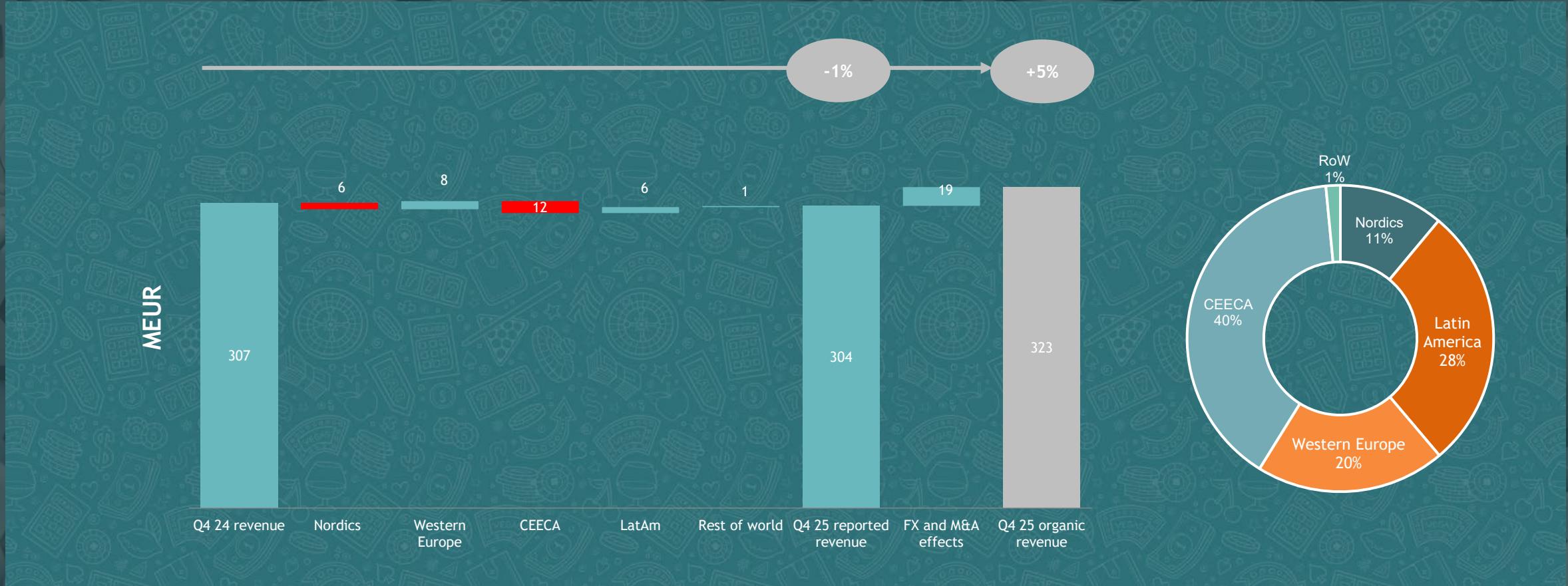
+3%



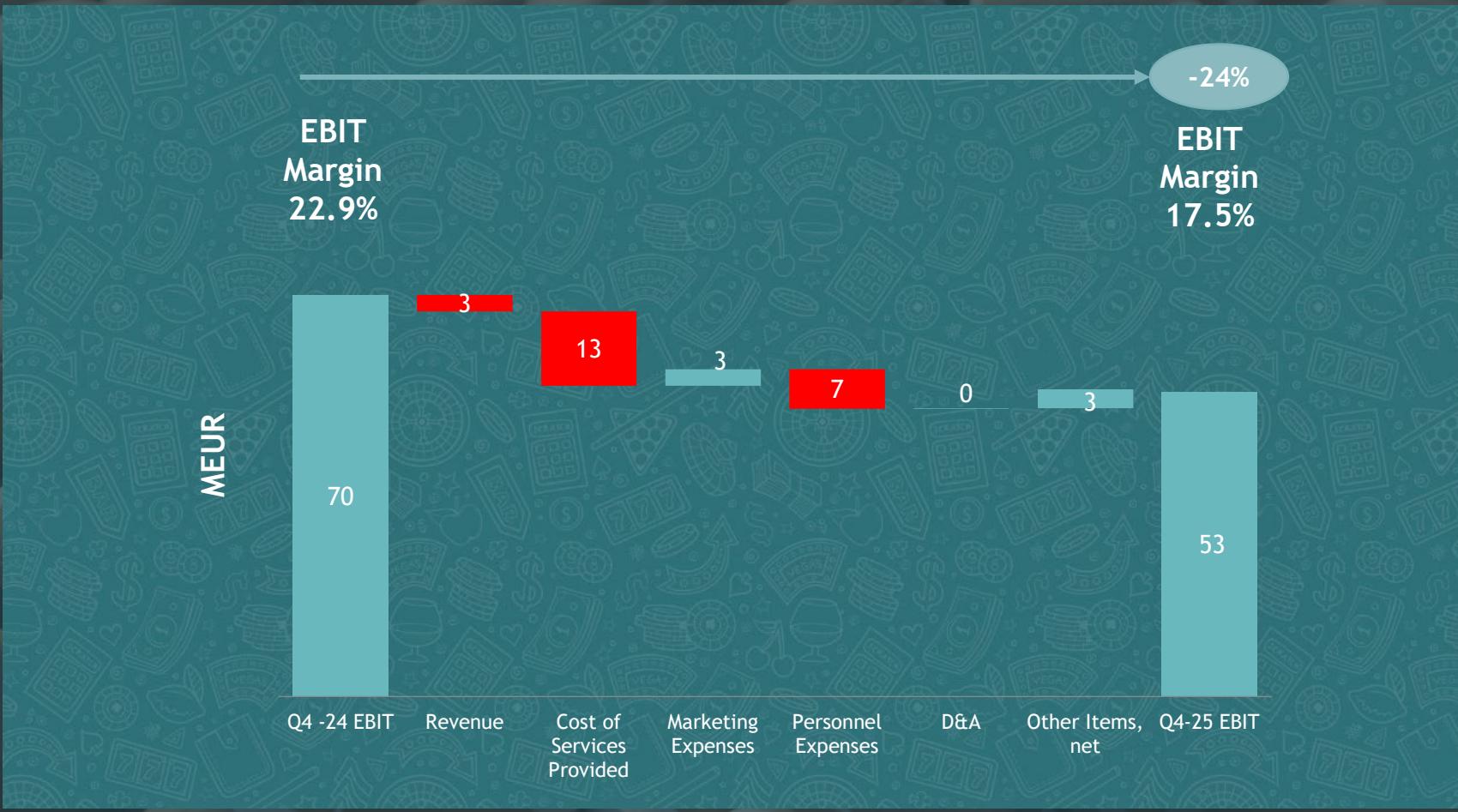
REVENUE DEVELOPMENT BY QUARTER



REVENUE DEVELOPMENT BY REGION YOY



EBIT DEVELOPMENT YOY



MEUR	Q4 2025	Q4 2024
Revenue	304	307
Gross profit	184	200
Gross profit margin	60.5%	65.3%
Opex	131	130
EBIT	53	70

CASH FLOW & FINANCIAL POSITION

- Operating cash flow in Q4
 - Decreased operating income
 - Increased taxes paid
 - Negative effect of working capital from pre-paid sponsorship deal, higher payment service provider balances due to timing effect on settlements and a jackpot win
- Investments in Q4
 - Investments in own product and technology development
 - Investment in two new gaming licenses in Italy
- Financing activities in Q4
 - Dividend paid to shareholders
 - Share buybacks
 - Dividend paid to shareholders with non-controlling interests
 - Lease payments
- Net cash of 157.7 (139.8) MEUR at end of Q4
 - Net debt/EBITDA: -0.5x (-0.4x)
 - Equity/assets: 67% (63%)

MEUR	Q4 2025	Q4 2024
Operating cash flow	23.1	84.6
Cash flow from investing activities	-27.8	-24.5
Cash flow from financing activities	-60.9	-89.6
Cash flow for the period	-65.6	-29.5
Cash and cash equivalents, end of period	322.7	308.5

PROPOSED DIVIDEND

2025

Revenue

1,197 (1,107) MEUR

Net income attributable to Parent
Company equity holders

177 (181) MEUR

EPS

1.29 (1.32) EUR

CASH DISTRIBUTION

Proposed dividend per share of

0.66 (0.657) EUR

Proposed ordinary dividend to shareholders, to be
paid in June and October

90.9 (90.6) MEUR*

The proposed dividend represents

51% of net income attributable to Parent
Company equity holders

Q1 2026 TRADING UPDATE*

Average daily revenue up to and including 3 February was 0.6% higher than the average daily revenue of the full quarter of Q1 2025.

Adjusted for currency effects and acquisitions, the average daily revenue until 3 February was 7.7% higher than the average daily revenue of the full first quarter of 2025.

** This is not a revenue forecast, only an indication of how the first quarter of 2026 has started.*



Q&A



FINANCIAL CALENDAR



24 April 2026
Q1 2026 results



17 July 2026
Q2 2026 results



22 October 2026
Q3 2026 results



4 February 2027
Q4 2026 results

CONTACT



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