

betsson**ab**

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

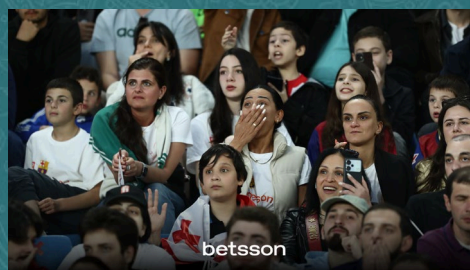
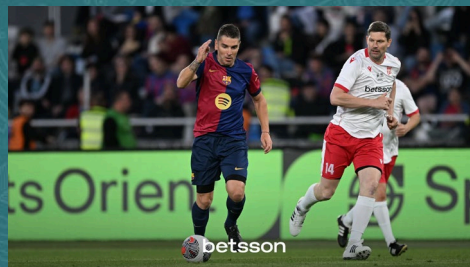
CASINO
REVENUE
11%
YoY

OUR MARKETS - SOME ACTIVITIES



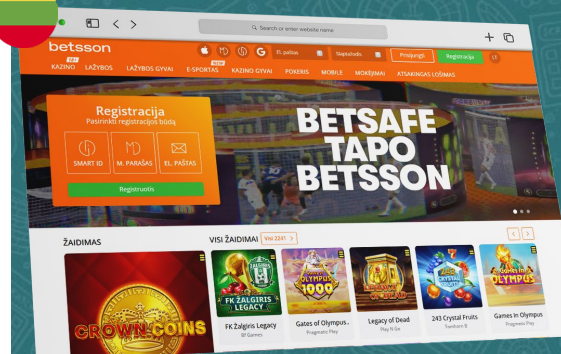
GEORGIA

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



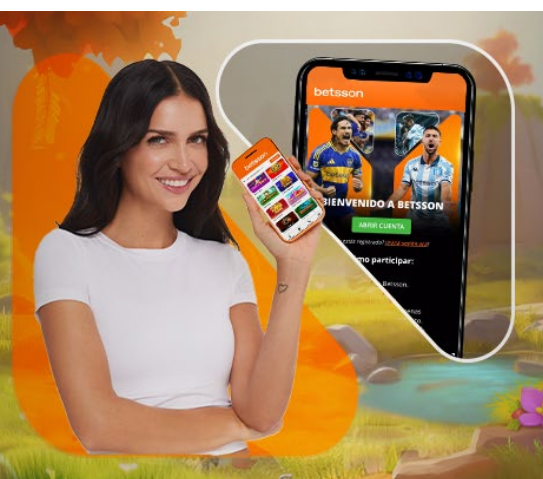
PRODUCT & TECHNOLOGY DEVELOPMENT



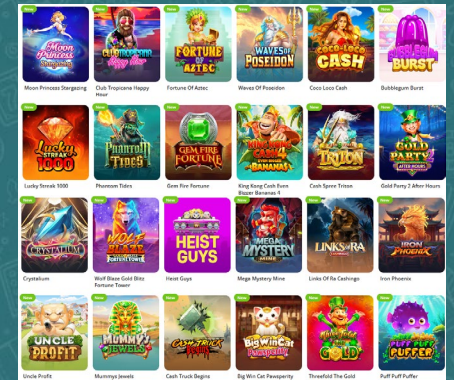
Sportsbook: Further UX features and Betbuilder functionality rolled out



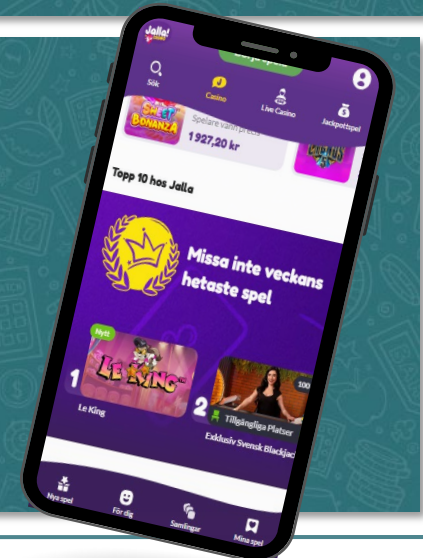
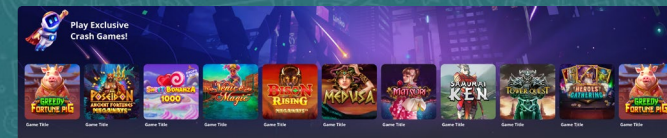
New native app developed for Argentina, launching in Q3



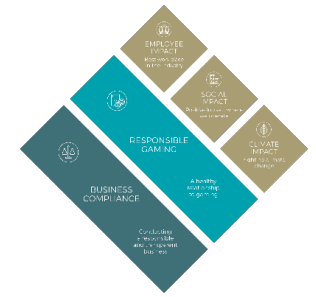
Casino: 453 new games released, including 36 exclusives



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

ISO 9001

ISO 14001

ISO 50001



INDEPENDENTLY
ASSESSED

ISO 26000
ISO 30415

Certified company: Azzurri Ltd, part of:

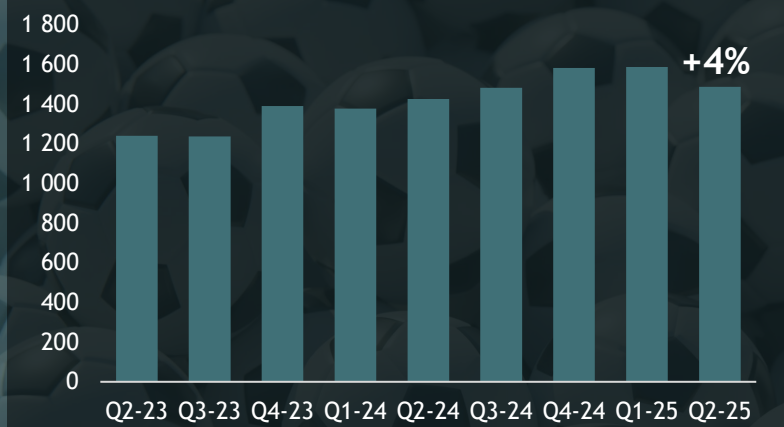
betssongroup

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

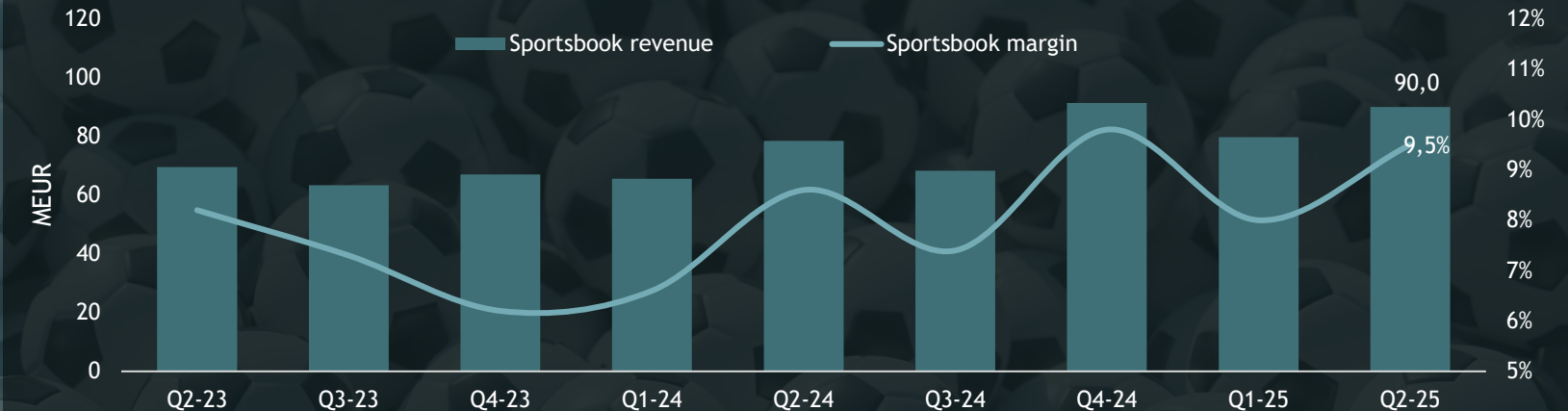


CUSTOMER ACTIVITY AND UNDERLYING KPIs

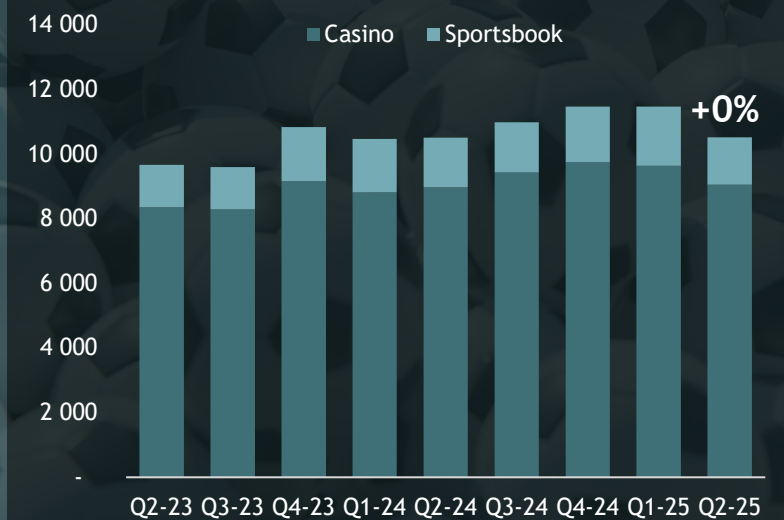
Customer deposits (MEUR)



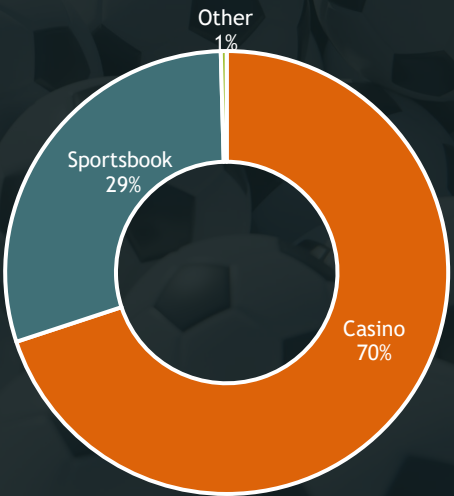
Sportsbook revenue and margin



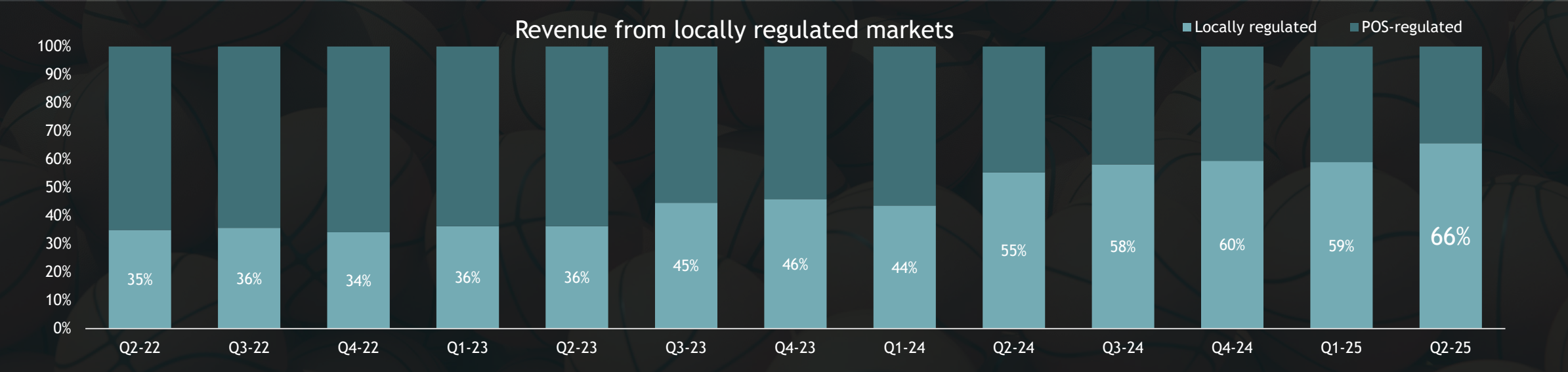
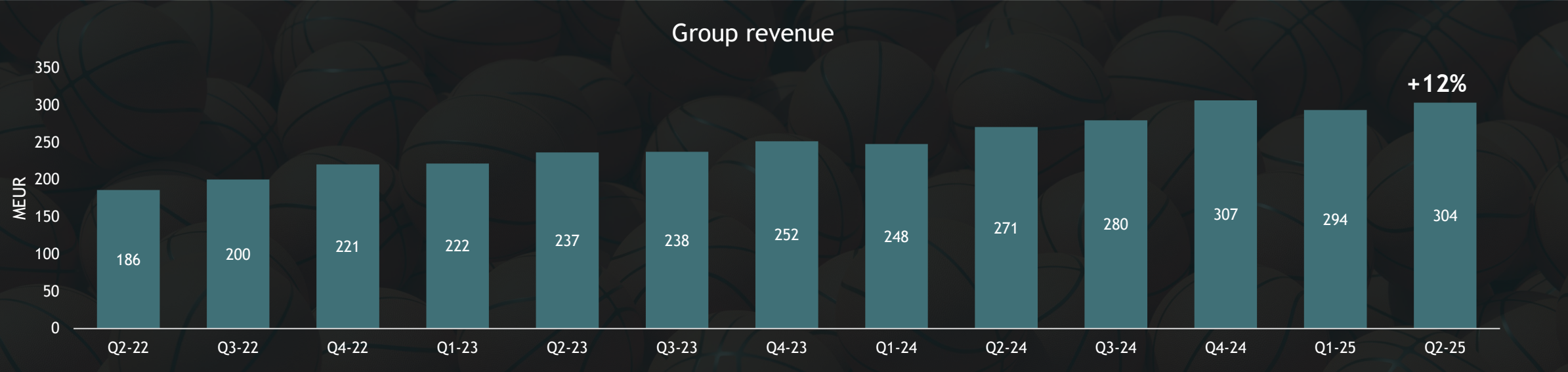
Gross turnover / Total bets (MEUR)



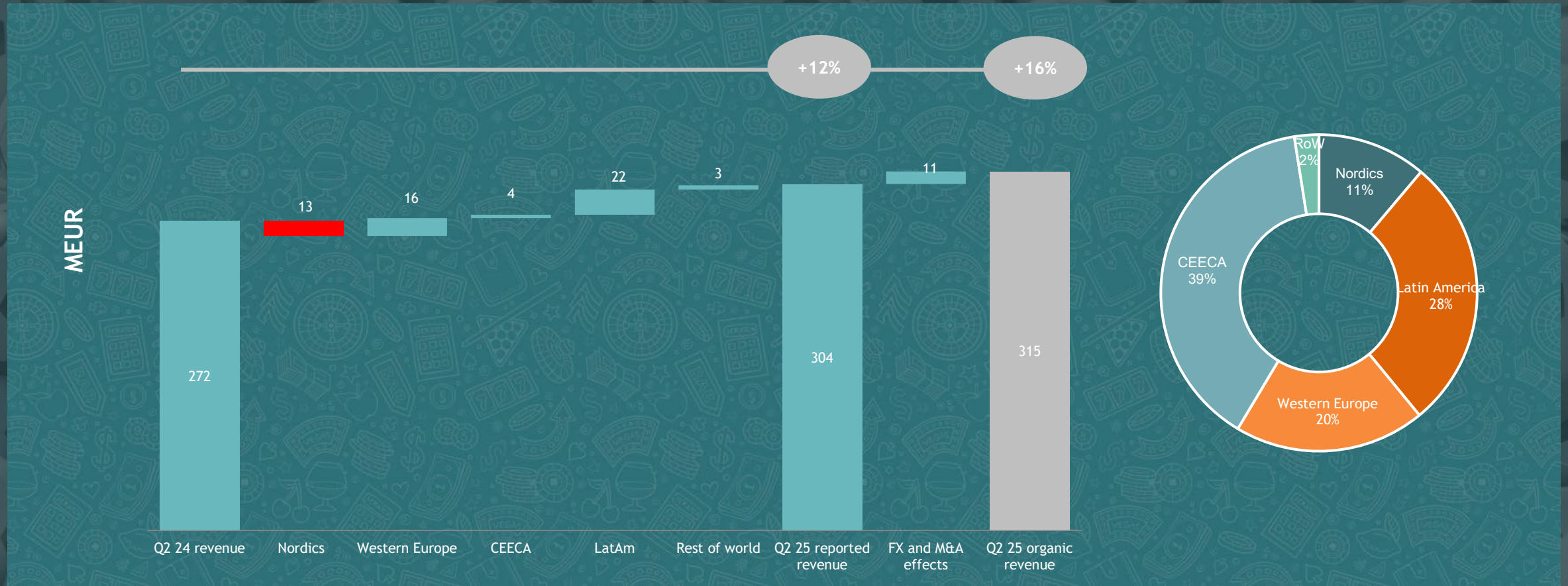
Sportsbook turnover	-4%
Sportsbook margin	9.5% (8.6%)
L2Y average SB margin	7.9%
Sportsbook revenue	+15%
Casino turnover	+1%
Casino revenue	+11%



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

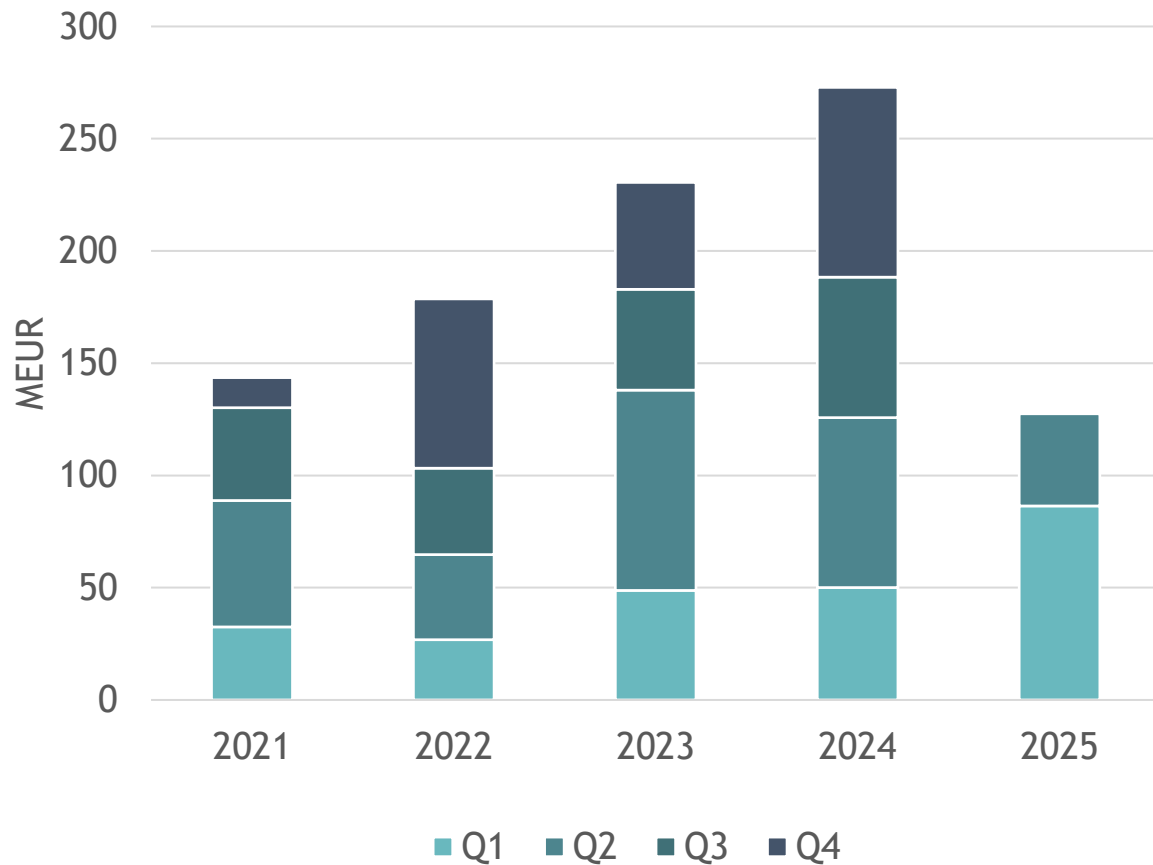
CASH FLOW & FINANCIAL POSITION

- Operating cash flow in Q2
 - Increased operating profit
 - Negative effect from working capital due to decreased debt to players and increased accounts receivables
 - 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%)

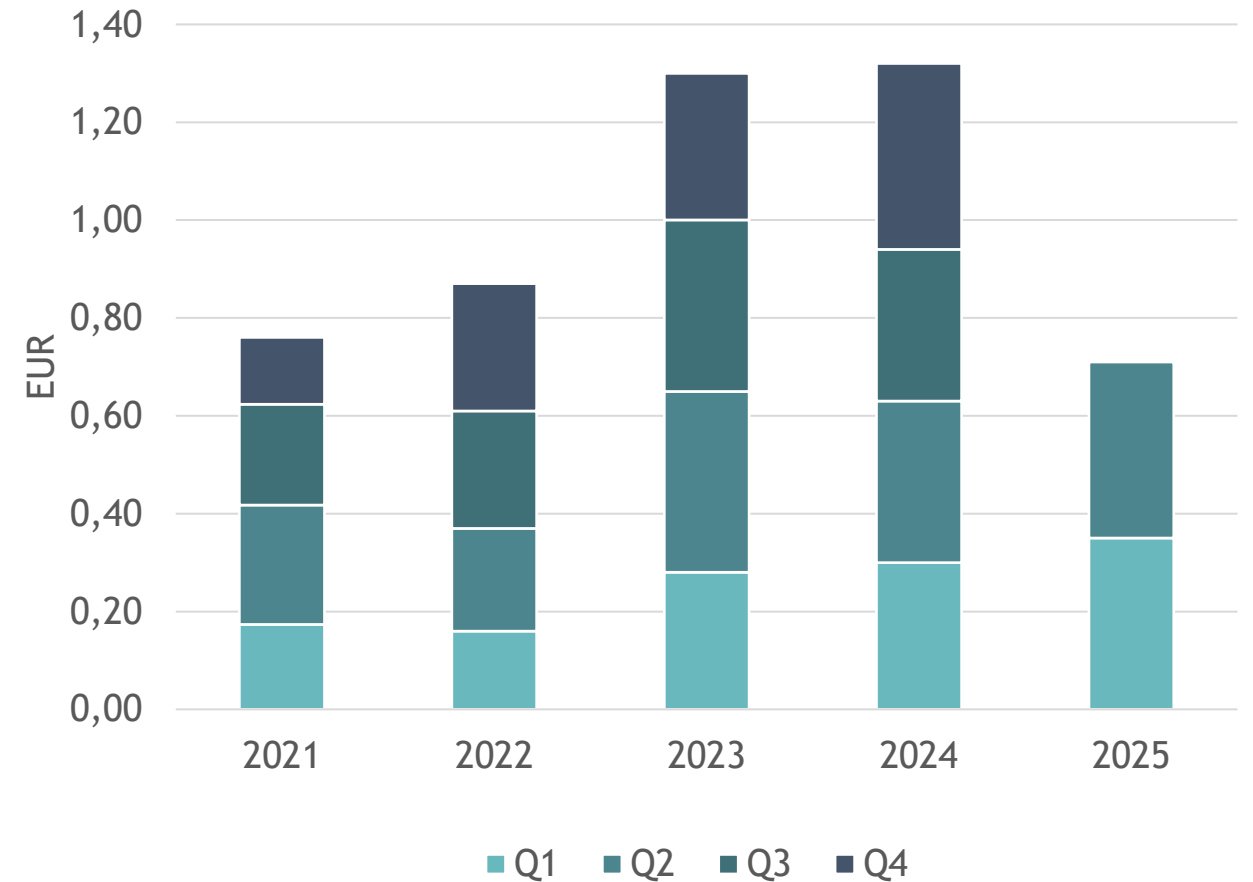
MEUR	Q2 2025	Q2 2024
Operating cash flow	41.1	75.8
Cash flow from investing activities	-13.9	-14.1
Cash flow from financing activities	-65.6	-36.4
Cash flow for the period	-38.3	25.3
Cash and cash equivalents, end of period	327.0	263.9

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.

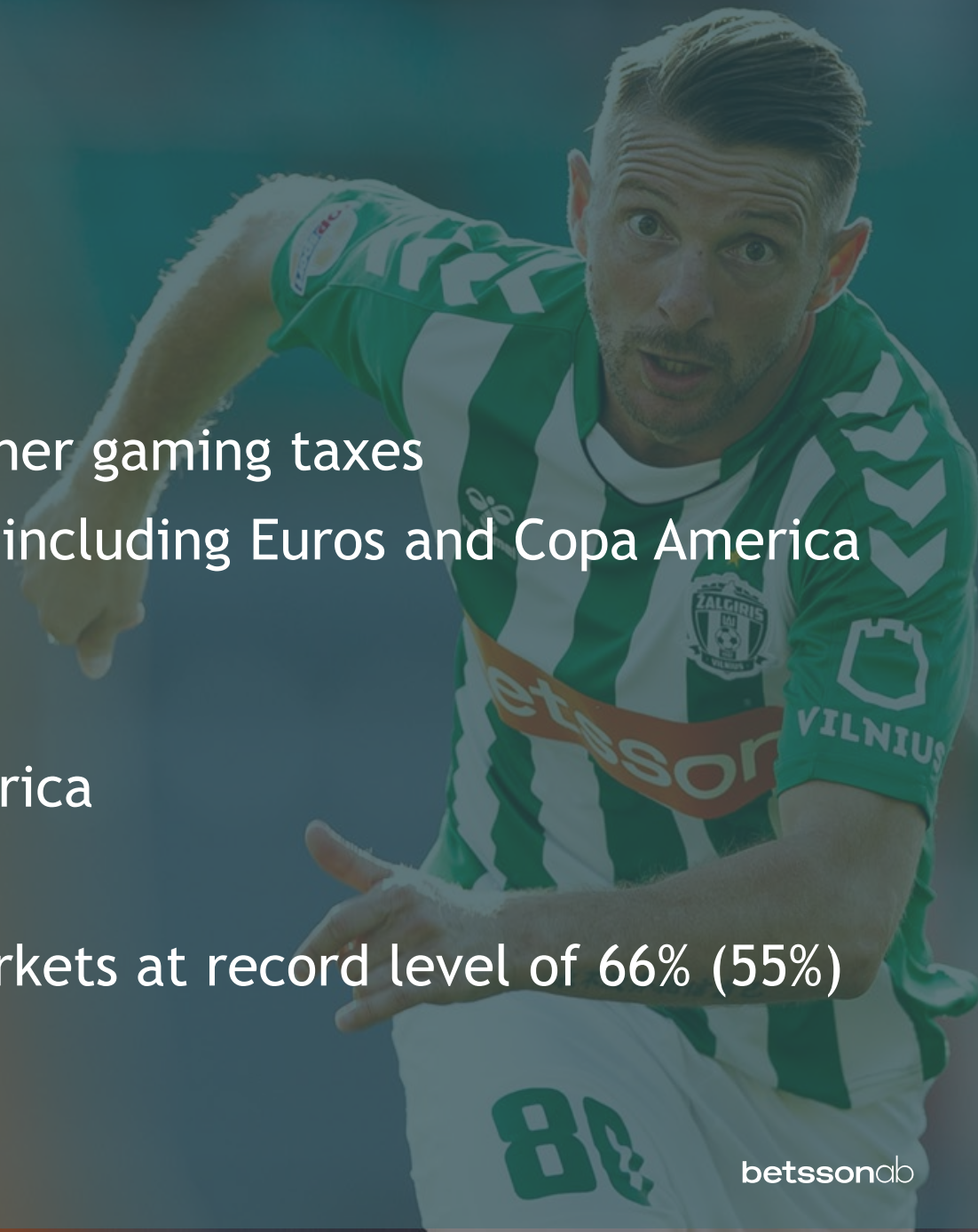
The third quarter 2024 included the UEFA European Championship and Copa America.

** 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

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