

betssonab



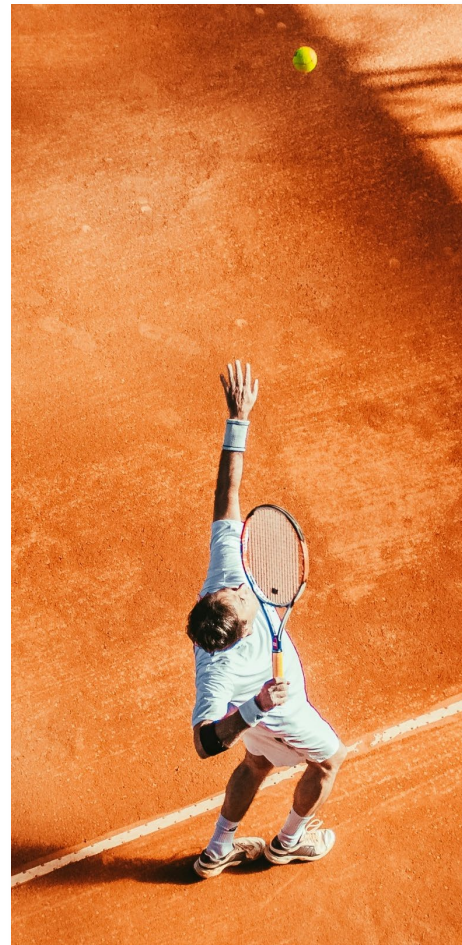
Q1 2026

Presentation of Q1 report

Q1 2026 FINANCIAL HIGHLIGHTS

REVENUE
285
MEUR
-3% YoY

EBIT
34 MEUR
-47% YoY
EBIT MARGIN
11.9%



CUSTOMER
DEPOSITS
1,360
MEUR
-14% YoY

CASINO
REVENUE
204
MEUR
-4% YoY

B2C REVENUE 
234
MEUR
+15% YoY

NET CASH ON
BALANCE SHEET
165
MEUR

ACTIVE
CUSTOMERS
(B2C) 
1.5 M
+11% YoY

SPORTSBOOK
REVENUE
80
MEUR
+1% YoY



ACQUISITION OF RHINO



- Acquisition announced in March of Rhino Entertainment Group’s B2C business licensed in Canada, together with technology assets supporting B2B operations
- Total purchase price of EUR 64.5 million, financed with existing cash
- EV/EBITDA multiple of approximately 4.7x, based on the target business’s 2025 proforma results
- In 2025, the acquired assets, both B2C and B2B, generated an estimated EUR 13.7 million of EBITDA on a proforma basis
- Completion expected in Q2-Q3 2026, subject to regulatory approvals

OUR MARKETS - SOME ACTIVITIES

EXISTING
MARKETS

NEW MARKETS

B2B

M&A



GLOBAL
Global sponsor
of Davis Cup



OUR MARKETS - SOME ACTIVITIES

EXISTING MARKETS	NEW MARKETS	B2B	M&A
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ITALY

New TVC featuring Cannavaro, Totti and Baggio



ARGENTINA

Title sponsor of Summer Pro Padel

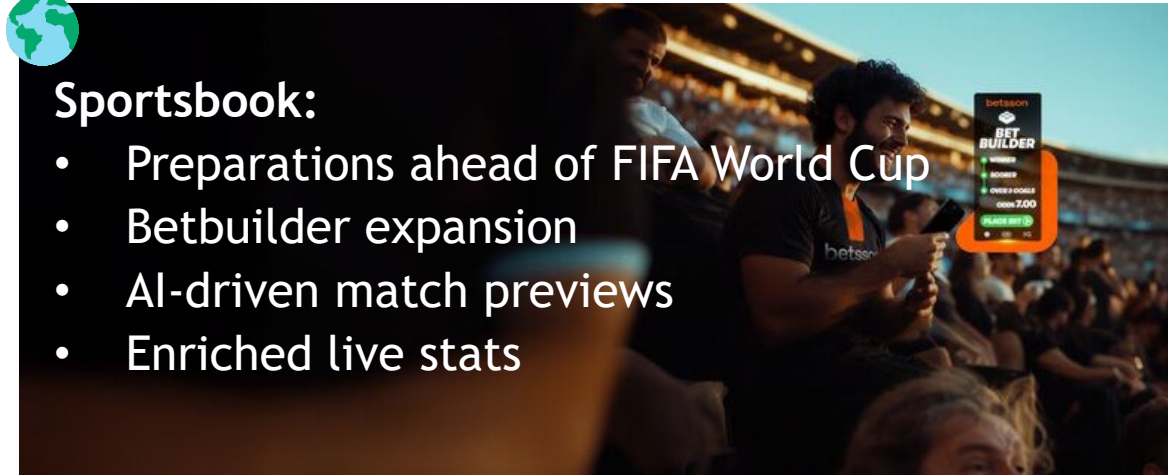


PRODUCT & TECHNOLOGY DEVELOPMENT



Sportsbook:

- Preparations ahead of FIFA World Cup
- Betbuilder expansion
- AI-driven match previews
- Enriched live stats



Casino:

- 594 new games released
- 28 with exclusivity
- New slots suppliers launched in several markets



Peru:

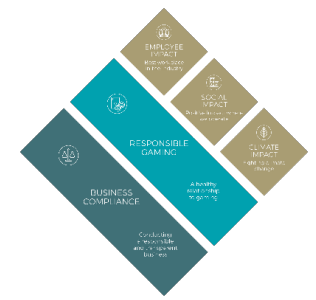
- New app launched for Inkabet



Platform:

Continuous development to strengthen performance and flexibility

SUSTAINABILITY



Sustainability report 2025 published, according to CSRD



Climate compensation projects were selected

Betsson supported the Sustainable Gambling Zone at the gaming fair ICE Barcelona for the fourth consecutive year

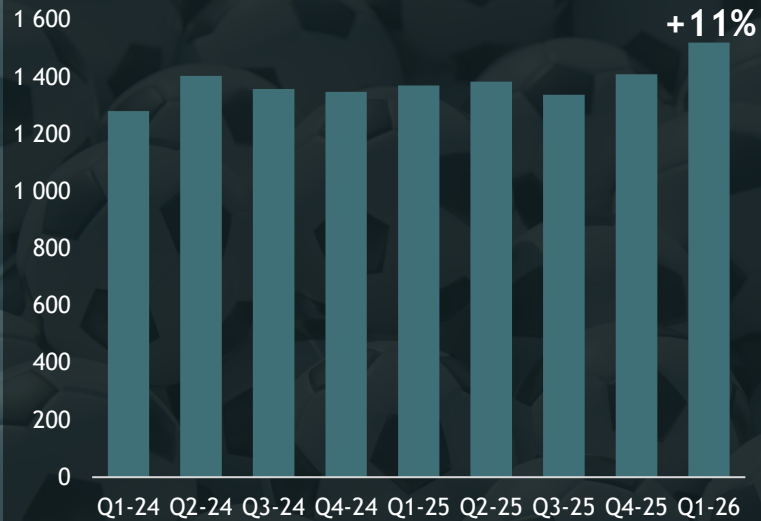


Betsson Group Donates Front-of-Shirt Space as Club Brugge Use Champions League Stage to Drive Blood Donation

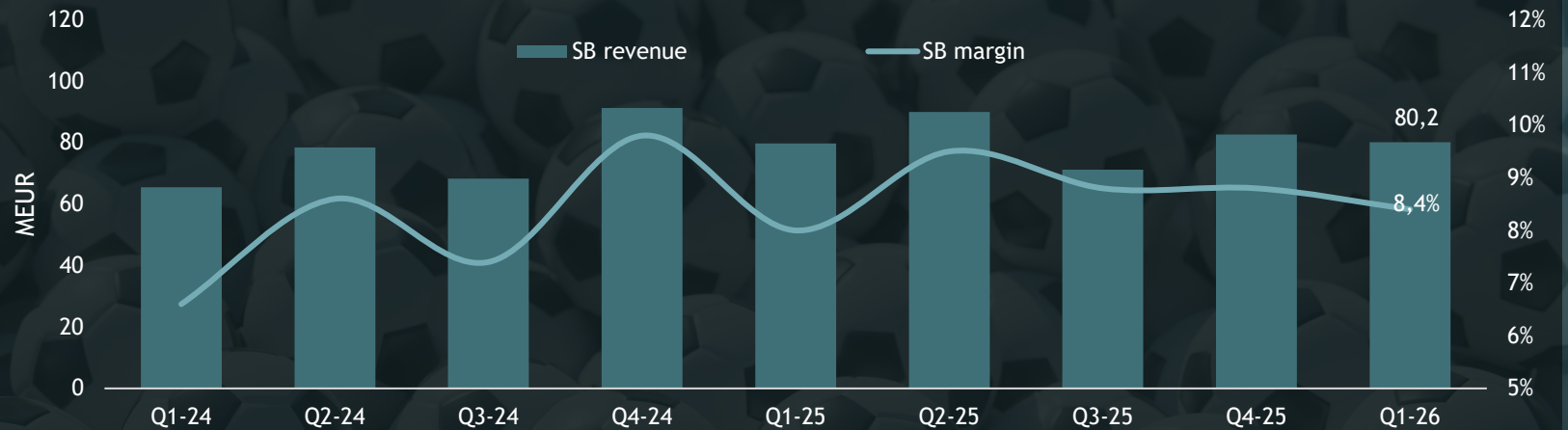


CUSTOMER ACTIVITY AND UNDERLYING KPIS

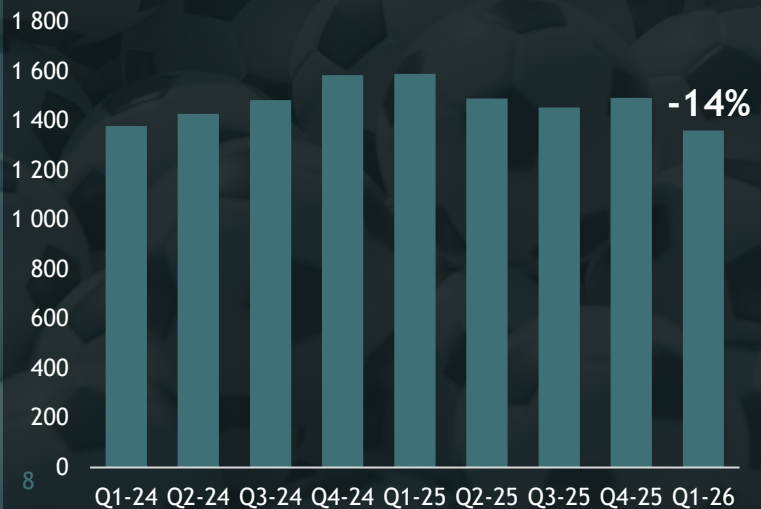
Active customers (000s)



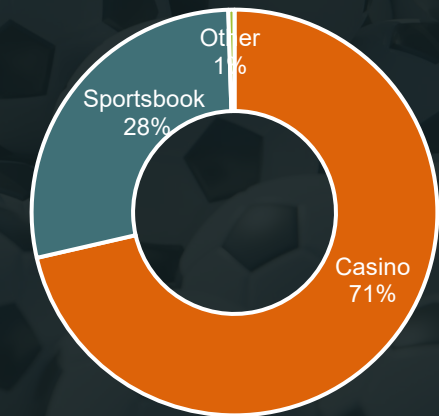
Sportsbook revenue and margin



Customer deposits (MEUR)

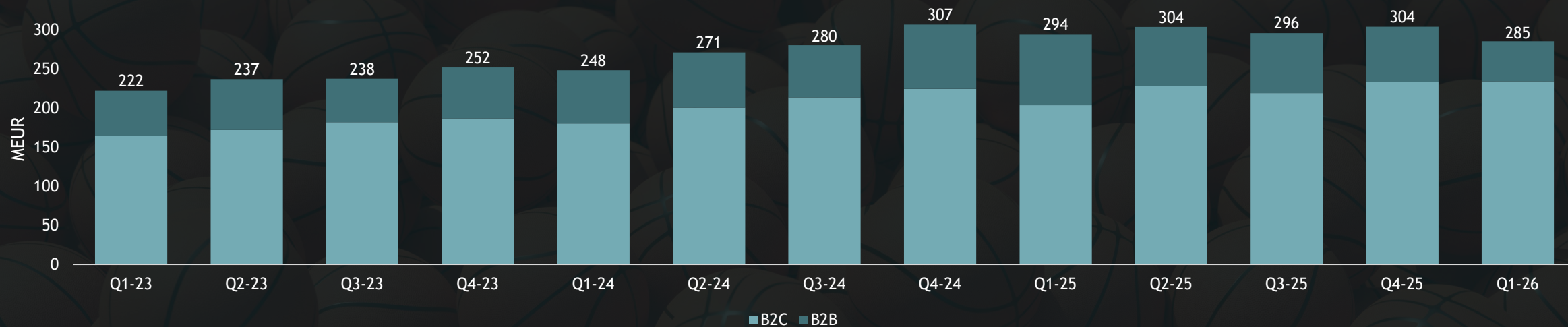


Sportsbook turnover	-21%
Sportsbook margin	8.4% (8.0%)
L2Y average SB margin	8.7%
Sportsbook revenue	+1%
Casino turnover	-17%
Casino revenue	-4%

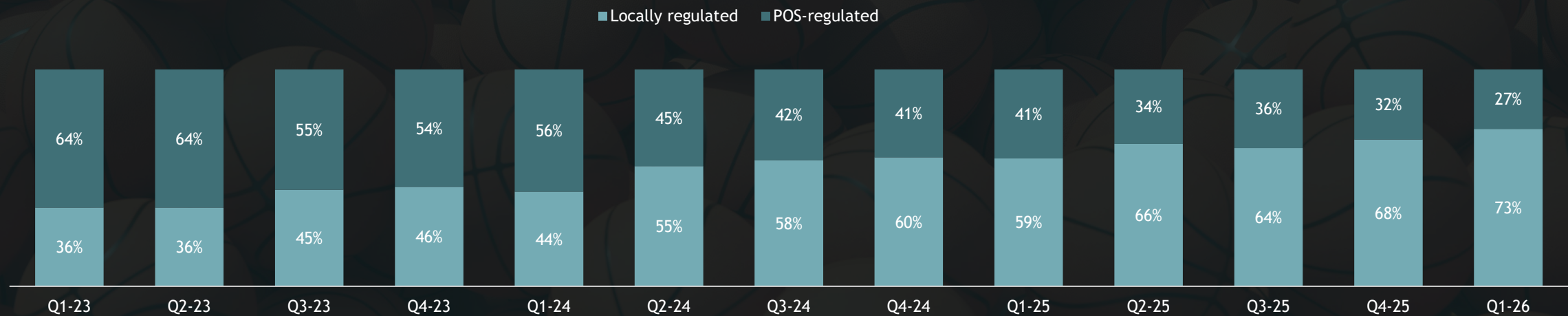


REVENUE DEVELOPMENT BY QUARTER

Group revenue



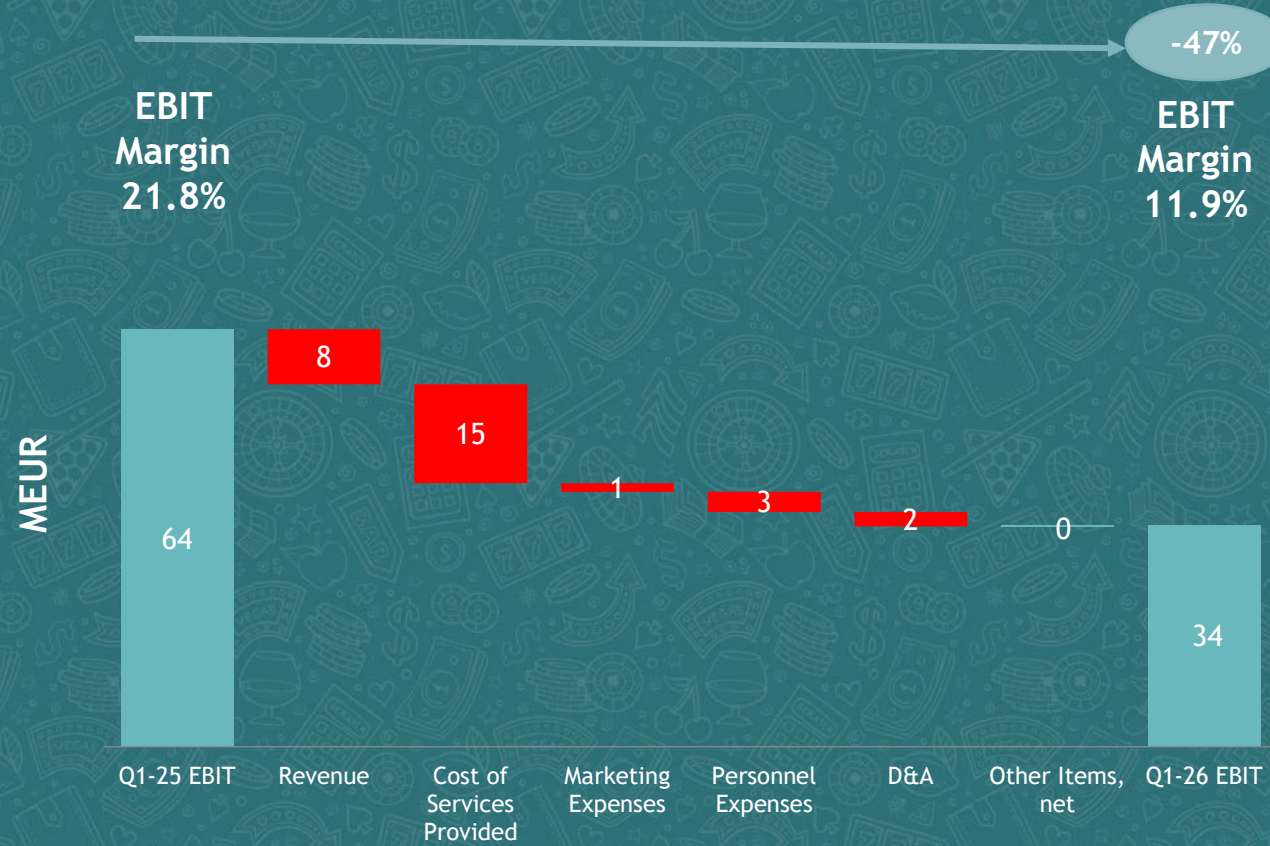
Revenue from locally regulated markets



REVENUE DEVELOPMENT BY REGION YOY



EBIT DEVELOPMENT YOY



MEUR	Q1 2026	Q1 2025
Revenue	285	294
Gross profit	164	188
Gross profit margin	57.6%	64.0%
Opex	130	124
EBIT	34	64

CASH FLOW & FINANCIAL POSITION

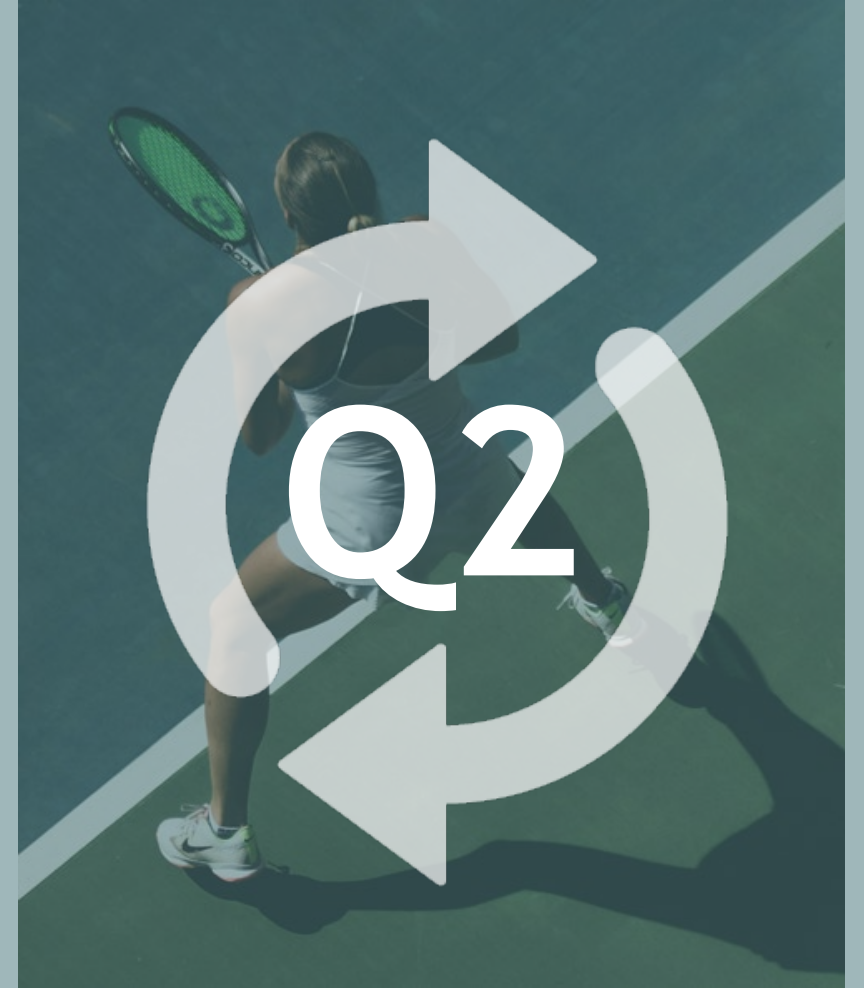
- Operating cash flow in Q1
 - Decreased operating income
 - Increased taxes paid
 - Positive working capital effect, mainly from lower payment service provider balances and accounts receivable
- Investments in Q1
 - Investments in own product and technology development
- Financing activities in Q1
 - Share buybacks of 20.3 MEUR
 - Lease payments
- Net cash of 165.0 (177.8) MEUR at end of Q1
 - Net debt/EBITDA: -0.6x (-0.6x)
 - Equity/assets: 66% (63%)

MEUR	Q1 2026	Q1 2025
Operating cash flow	58.1	86.4
Cash flow from investing activities	-14.6	-22.9
Cash flow from financing activities	-25.3	-3.8
Cash flow for the period	18.1	59.7
Cash and cash equivalents, end of period	341.8	367.7

Q2 2026 TRADING UPDATE*

Average daily revenue up to and including 21 April was 3.7% higher than the average daily revenue of the full quarter of Q2 2025. During the start of the second quarter of 2026, the sportsbook margin has been higher than the average for the last eight quarters.

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



SUMMARY Q1 2026

- Continued strong performance in B2C (+15% YoY), but decline in B2B
- Continued growth in Western Europe and Latin America, but further slowdown in CEECA and Nordics
- Share of revenue from locally regulated markets at 73 (59)%, driving higher gaming taxes YoY
- Continued investments in B2C markets that are not yet profitable
- Lower B2B revenue and higher gaming taxes 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

Q&A



FINANCIAL CALENDAR



17 July 2026
Q2 2026 results



22 October 2026
Q3 2026 results



4 February 2027
Q4 2026 results

CONTACT



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