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Q2 2026

Presentation of Q2 report

Q2 2026
FINANCIAL HIGHLIGHTS

REVENUE
310 MEUR
+2% YoY

EBIT
42 MEUR
-39% YoY

EBIT MARGIN
13.6%

B2C REVENUE
261 MEUR
+14% YoY

NET CASH ON BALANCE SHEET
128 MEUR

CASINO REVENUE
218 MEUR
+2% YoY

SPORTSBOOK REVENUE
91 MEUR
+1% YoY

ACTIVE CUSTOMERS (B2C)
1.8 M
+32% YoY

CUSTOMER DEPOSITS
1,383 MEUR
-7% YoY

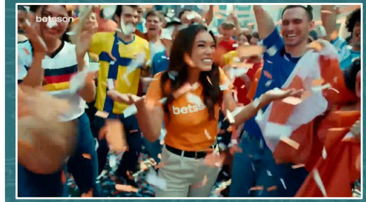
All-Time High Level

OUR MARKETS - SOME ACTIVITIES

EXISTING MARKETS | NEW MARKETS | B2B | M&A

GLOBAL: launched campaigns for the world's largest football tournament

The Betsson Football Festival: a global campaign, TVC and anthem



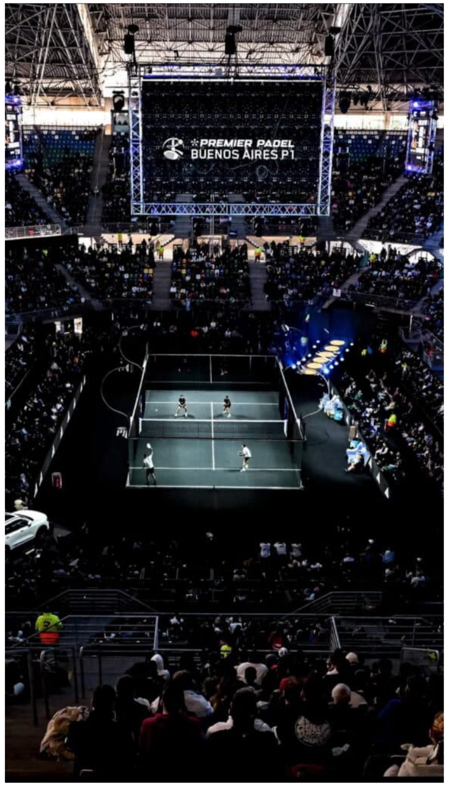
Pride of a Nation: a football talk show featuring four sponsored clubs

Betsson.Sportcast: a podcast for LatAm with expert hosts and guests

OUR MARKETS – SOME ACTIVITIES

EXISTING MARKETS | NEW MARKETS | B2B | M&A

ITALY + ARGENTINA: Expanded global padel footprint with partnerships in Rome and Buenos Aires



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OUR MARKETS – SOME ACTIVITIES

EXISTING MARKETS | NEW MARKETS | B2B | M&A

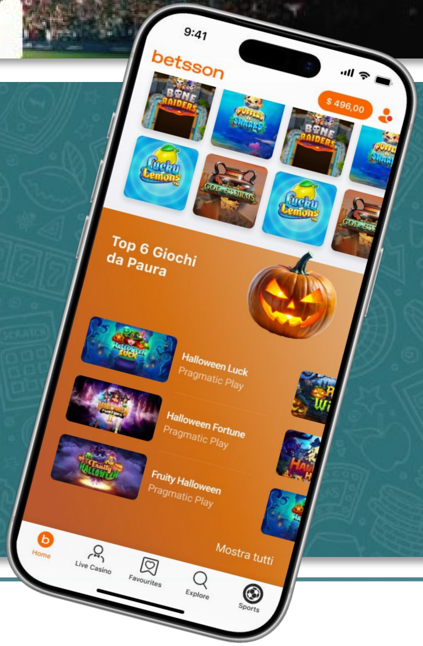
Proud sponsors of Inter: *Winners of the Italian double, Serie A and Coppa Italia champions*

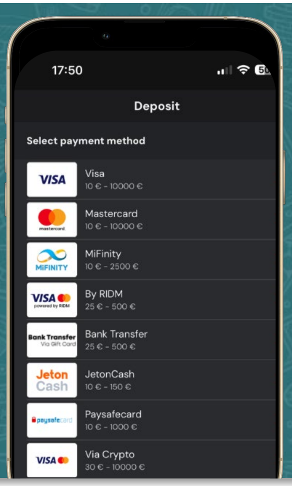
PRODUCT & TECHNOLOGY DEVELOPMENT

Sportsbook:
- World Cup readiness included capacity planning for a 5x traffic uplift
- New bet features such as Gold Rush and Super Sub

Casino:
- 376 new games released
- 32 games with exclusivity
- New slots suppliers launched in several markets

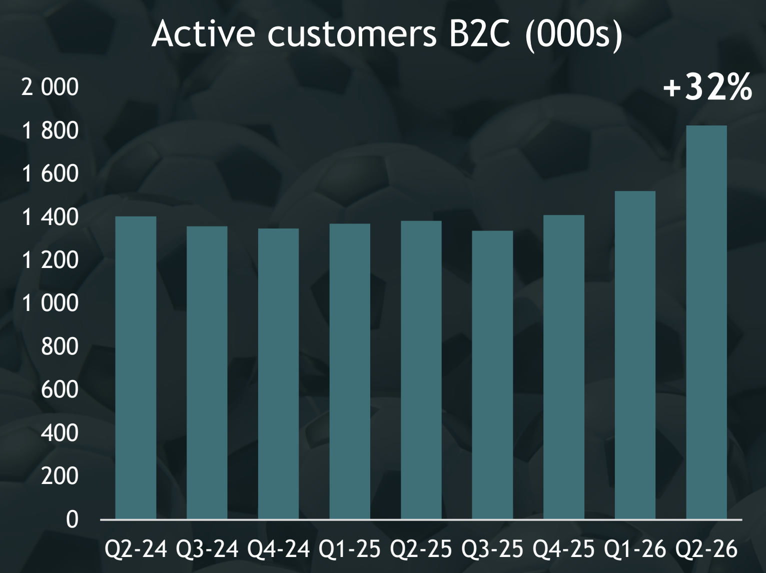
Argentina:
Native app launched in Cordoba Province

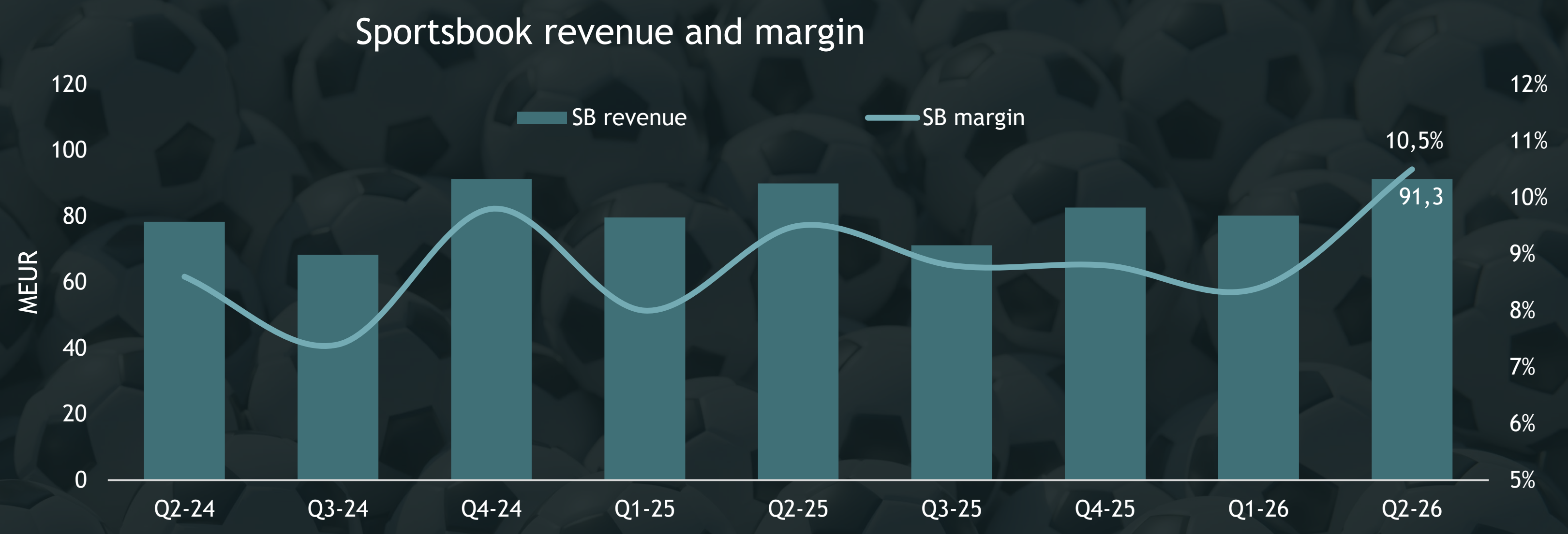


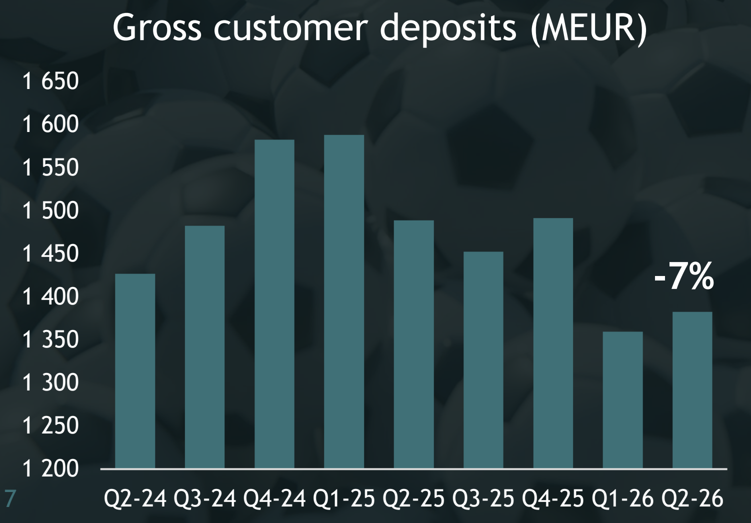


Platform:
New payment solutions integrated across key markets

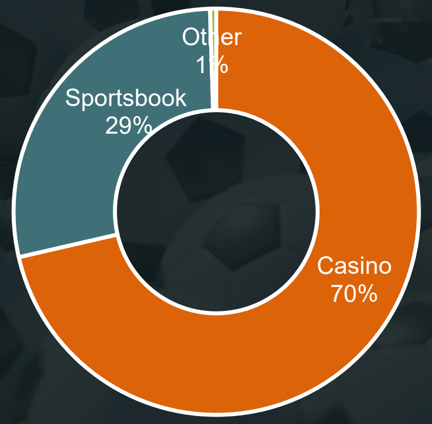
CUSTOMER ACTIVITY AND UNDERLYING KPIs



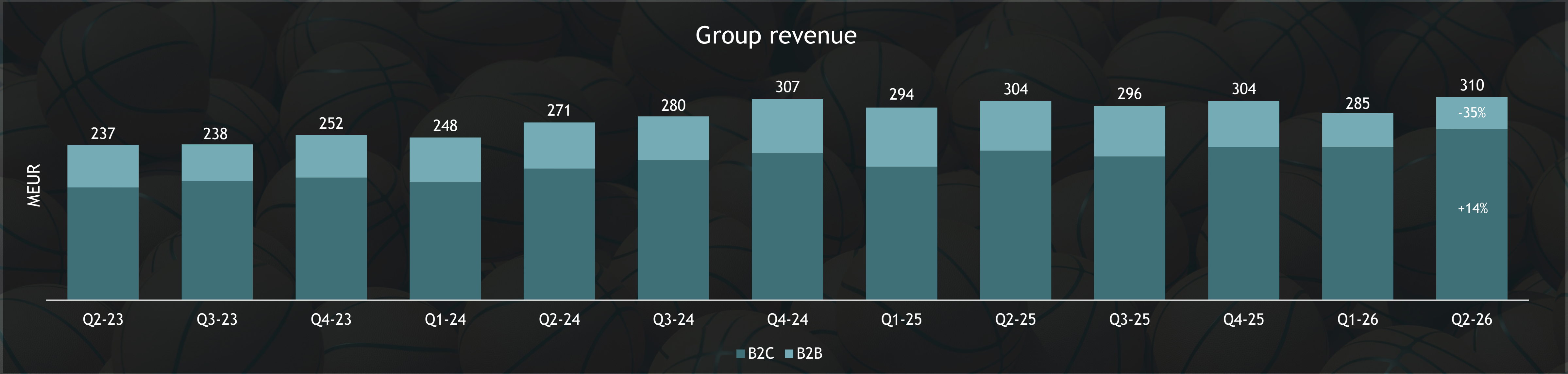


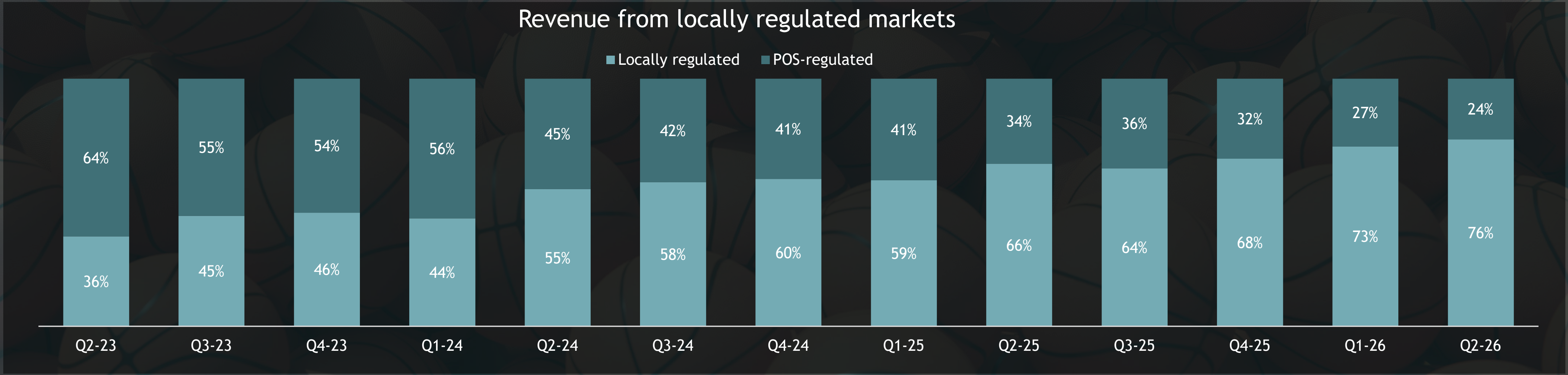


Sportsbook turnover	-12%
Sportsbook margin	10.5% (9.5%)
L2Y average SB margin	8.9%
Sportsbook revenue	+1%
Casino turnover	-9%
Casino revenue	+2%

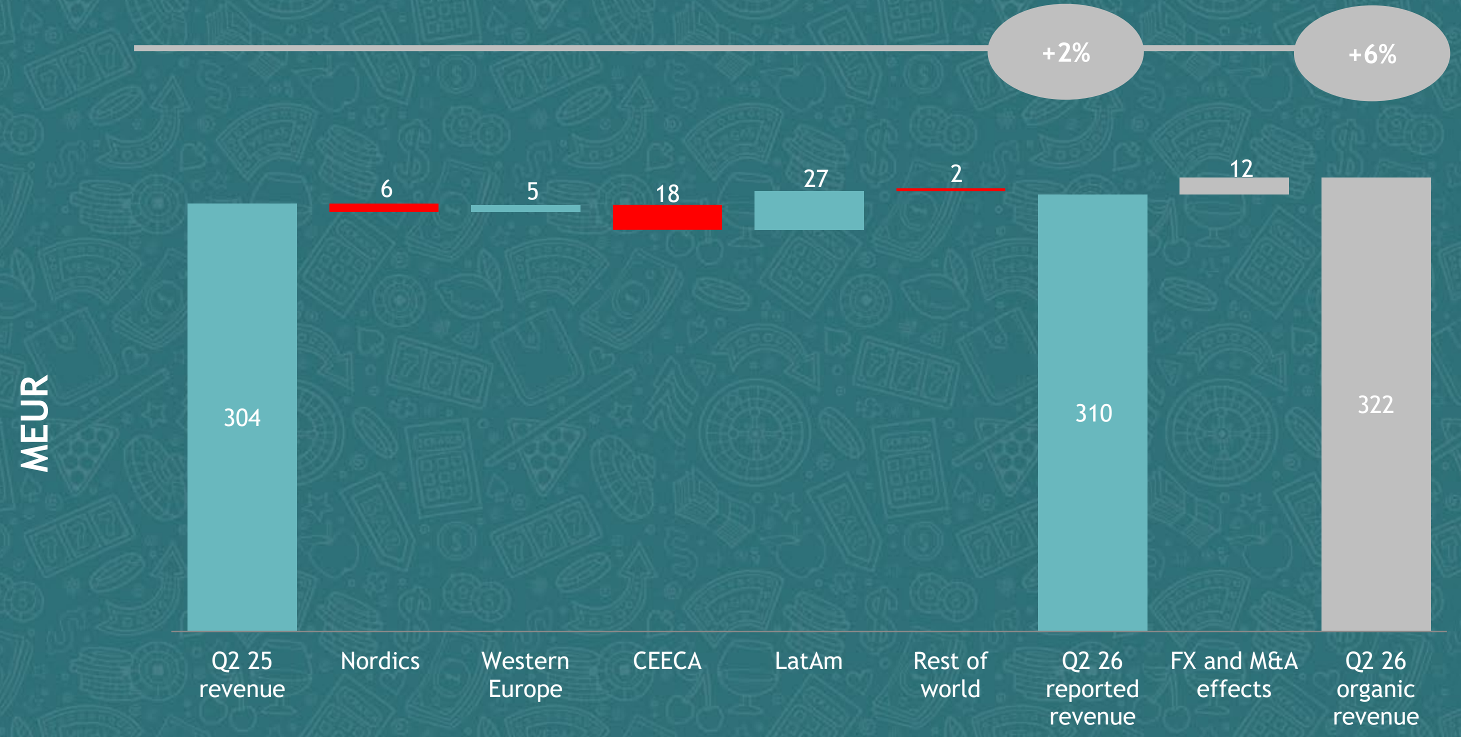


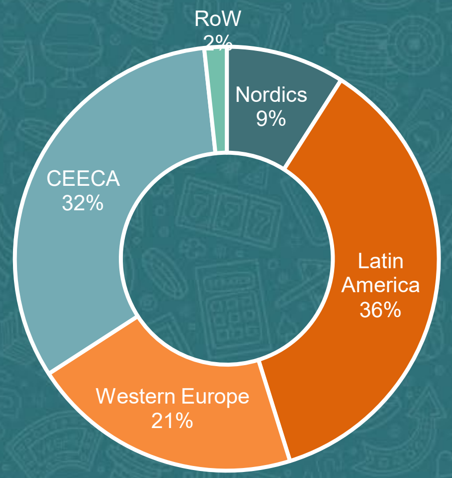
REVENUE DEVELOPMENT BY QUARTER





REVENUE DEVELOPMENT BY REGION YOY





EBIT DEVELOPMENT YOY

MEUR	Q2 2026	Q2 2025
Revenue	310	304
Gross profit	178	194
Gross profit margin	57.2%	63.9%
Opex	135	125
EBIT	42	69

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CASH FLOW & FINANCIAL POSITION

- Operating cash flow in Q2
  - Decreased operating income
  - Positive working capital effect, mainly from increased short-term liabilities and increased account payables
- Investments in Q2
  - Investments in own product and technology development
- Financing activities in Q2
  - Dividends paid
  - Share buybacks
  - External loan
- Net cash of 128.4 (151.8) MEUR at end of Q2
  - Net debt/EBITDA: -0.5x (-0.5x)
  - Equity/assets: 61% (60%)

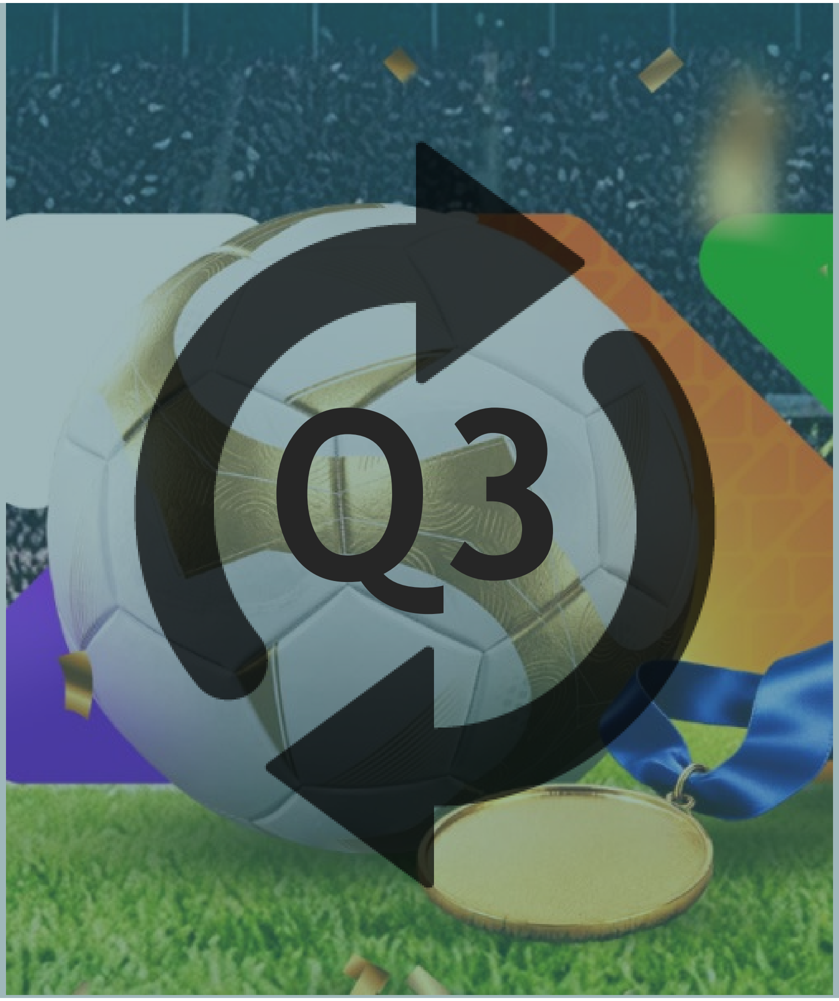
MEUR	Q2 2026	Q2 2025
Operating cash flow	**60.4**	**41.1**
Cash flow from investing activities	-14.2	-13.9
Cash flow from financing activities	-77.9	-65.6
Cash flow for the period	**-31.7**	**-38.3**
Cash and cash equivalents, end of period	310.0	327.0

Q3 2026 TRADING UPDATE*

Average daily revenue up to and including **13 July** was **13.7%** higher than the average daily revenue of the full quarter of Q3 2025.

During the start of the third quarter of 2026, customer activity has been boosted by the FIFA World Cup

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



SUMMARY Q2 2026

- Record levels in group revenue, sportsbook revenue and active customers
- Continued good growth in Latin America and Western Europe, but CEECA and Nordics declined YoY
- B2C continued to be the growth engine, but decline in B2B
- Share of revenue from locally regulated markets at 76 (66)%, driving higher gaming taxes YoY
- Lower B2B revenue and higher gaming taxes had a negative impact on profitability in the quarter
- Solid start to Q3, boosted by the World Cup

Q&A

FINANCIAL CALENDAR

22 October 2026
Q3 2026 results

4 February 2027
Q4 2026 results

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