

## Press Release Betsson AB (Publ)

### Betsson subsidiary launches its new mobile sportsbook - the best yet

Betsson's operational subsidiary has now launched its new mobile sportsbook on its brands Betsson, Betsafe and Nordicbet. The main improvements are ease of use, better user interface and speed. The new mobile sportsbook is built on the proprietary front-end technology framework OBG.

Betsson's subsidiary has made a number of improvements to its sportsbook offering the past year. It has a wider and deeper offering in more sports, more live events, more live streaming and with this recent launch a significantly improved user interface. The new sportsbook has been well received by customers during soft launch; session durations are longer, bounce rates are down and return visits have increased.

"This is a major improvement of the mobile sportsbook. The timing of the launch is good as the English Premier League starts this weekend and the customers have already shown that they like the upgrade. We expect to see full effect of the new mobile sportsbook in the fourth quarter", says Ulrik Bengtsson, CEO and President, Betsson AB

#### For further information, please contact:

Ulrik Bengtsson, CEO and President Betsson AB  
+46 (0)8 506 403 00

Pia Rosin, VP Corporate Communications Betsson AB  
+46 (0)73 600 85 00, pia.rosin@betssonab.com

---

BETSSON AB (PUBL) IS A HOLDING COMPANY THAT INVESTS IN AND MANAGES FAST-GROWING COMPANIES WITHIN ONLINE GAMING. THE COMPANY IS ONE OF THE LARGEST IN ONLINE GAMING IN EUROPE AND HAS THE AMBITION TO OUTGROW THE MARKET, ORGANICALLY AND THROUGH ACQUISITIONS. THIS SHOULD BE DONE IN A PROFITABLE AND SUSTAINABLE MANNER, PRIMARILY IN LOCALLY REGULATED MARKETS. BETSSON AB IS LISTED ON NASDAQ STOCKHOLM, LARGE CAP (BETS).

POST AND VISIT ADDRESS	TELEPHONE/FAX	REGISTERED OFFICE	E-MAIL WEB	CORPORATE REG. NO. VAT. REG. NO.
REGERINGSGATAN 28 111 53 STOCKHOLM, SWEDEN	+46 (0)8 506 403 00 +46 (0)8 735 57 44	STOCKHOLM	INFO@BETSSONAB.COM WWW.BETSSONAB.COM	556090-4251 SE556090425101