

Press Release

Betsson AB (publ)

Publication of changes to the total numbers of shares and votes in Betsson AB (publ)

As previously announced, Betsson AB (publ) ("Betsson") has acquired all shares in NordicBet by payment of a consideration of approximately EUR 65 million consisting partly of cash and partly of a new issue of 217,974 shares of series B in Betsson. As previously announced, additional purchase price, based on the development of the acquisition during 2012, may become payable.

As a result of the share issue in kind, the number of shares in Betsson has increased from 42,001,209 (5,420,000 shares of series A and 36 581 209 B Shares) to 42,219,183 (5,420,000 shares of series A and 36,799,183 B Shares). The number of votes in Betsson has increased from 90,781,209 to 90,999,183.

For further information, contact:

Magnus Silfverberg, CEO and President, telephone +46 (0)8 506 403 00 or +46 (0) 70 27 147 00,
magnus.silfverberg@betssonab.com

This press release contains information that Betsson is obligated to disclose pursuant to the Swedish Financial Instruments Trading Act (1991:980) and/or the Swedish Securities Market Act (2007:528). This information was submitted for publication at (approximately) 18:05 CET on 29 June 2012.

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTERING SHAREHOLDING IN COMPANIES, WHICH THROUGH PARTNERS OR BY THEMSELVES, OFFERS GAMES TO THE END USERS VIA THE INTERNET. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES THROUGH PARTNERSHIPS AND THE WEBSITES WWW.BETSSON.COM, WWW.BETSAFE.COM, WWW.CASINOEURO.COM, WWW.NORDICBET.COM, WWW.TRIOBET.COM, WWW.TOBET.COM AND WWW.CHERRYCASINO.COM. BETSSON MALTA OFFERS POKER, CASINO, SPORTS BETTING, SCRATCH CARDS, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

| POSTAL AND VISITING ADDRESS | TELEPHONE FAX | REGISTERED OFFICES | E-MAIL WEBSITE | CORPORATE IDENTITY NUMBER VAT NUMBER |
|--|---|--------------------|---|--------------------------------------|
| BETSSON AB (PUBL) REGERINGSGATAN 28 111 53 STOCKHOLM, SVERIGE | +46 (0)8 506 403 00 +46 (0)8 735 57 44 | STOCKHOLM | INFO@BETSSONAB.COM WWW.BETSSONAB.COM | 556090-4251 SE556090425101 |