

Press Release

Betsson AB (publ)

BETSSON TO LAUNCH UNIQUE RESPONSIBLE GAMBLING TOOL

As part of Betsson's commitment to responsible gaming, Betsson's subsidiary company will participate in a unique pilot study in collaboration with Spelinstitutet. The scope of the pilot study is to evaluate and possibly further develop and enhance an online based self-help program for customers who are seeking more information, who wish to modify their gambling behavior or who wish to stop gambling altogether.

Customers who opt to participate will receive a detailed assessment of their gambling behaviour based on the information they have provided. Customized programs will be offered which are tailored to individual needs and levels of motivation. The self-help program is based on CBT and MI concepts and will be up to 10 weeks long, including home-work, virtual therapist's sessions and follow up sessions after program completion.

Customer participation is voluntary and any personal data which customers provide to Spelinstitutet whilst participating in the self-help program will be treated as confidential and will not be shared with Betsson.

"Betsson intends to further strengthen and intensify its efforts within responsible gaming. Our support to research and continuous development of responsible gaming tools is therefore an important part of our business plan. We are primarily interested in contributing to the development of preventive tools that would prevent or limit the harmful effects of gambling. This is why we see an excellent fit between the online self-help tool developed by Spelinstitutet and Betsson's plan for responsible gaming development", says Magnus Silfverberg, CEO of Betsson.

Spelinstitutet is an internationally renowned Swedish company known for delivering creative and innovative responsible gaming solutions worldwide. "Spelinstitutet is looking forward to the collaboration with Betsson as one of the gaming companies with a long standing commitment to responsible gaming. Since Betsson is a leading online gambling operator, its work in the area of responsible gaming can be expected to have a positive impact and help drive responsible gaming tools development further" says Thomas Nilsson, CEO, Spelinstitutet.

The pilot is expected to start in September and will initially be offered on one of the Betsson AB subsidiaries' brand, Betsafe.com in Sweden, Denmark, Norway and Finland. The self-help tool will be evaluated by internationally renowned gambling researchers in the beginning of next year. Following the outcome of the evaluation, Betsson intends to offer the tool across all brands and markets of its subsidiaries.

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