

PRESS RELEASE



BETTING PROMOTION

Information regarding Incentive Program 2011/2014

In accordance with the AGM's decision on 24 May 2011, 209,000 warrants were subscribed and assigned to employees of Betting Promotion Sweden AB.

The offer to the employees included 320,000 warrants of which a total of 209,000 warrants were subscribed for and allocated to employees of Betting Promotion.

The subscription price for the warrants was fixed at SEK 20.05 per share and the price per warrant was set at SEK 0.78. The warrants entitle the holders to subscribe for one new share per warrant as of August 28, 2014 to and including 18 September 2014.

Malmö August 16 2011

For further information, please contact:

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