

Press Release Betsson AB (Publ)

Sportsbook turnover amounted to SEK 827 million during the 2014 World Cup - a new record for Betsson!

World Cup 2014 has been a success for Betsson, not only in terms of turnover but also in customer activity. The total gross turnover in the Company's Sportsbook during the World Cup amounted SEK 827 million. Only the World Cup final accounted for SEK 38 million of turnover, compared with the average turnover during the tournament of SEK 12.9 million per match.

- It's encouraging to see that an average match during the World Cup was almost as big as the Champions League final. The World Cup has exceeded our expectations and the strong customer intake together with the high reactivation of existing customers bodes well for the future, says Magnus Silfverberg, CEO and President for Betsson AB.

Matches that ended in a draw after full time, like Germany vs Argentina and Brazil vs Mexico, were the most profitable for Betsson as a company. The less profitable matches, but best for our customers, were matches with many goals and unexpected results.

- The Sportsbook margin during the World Cup has been in line with the margin for the full quarter whereas the high customer activity has been an important contributor to the strong quarterly result. Overall the World Cup has been a success, says Magnus Silfverberg, CEO and President for Betsson AB.

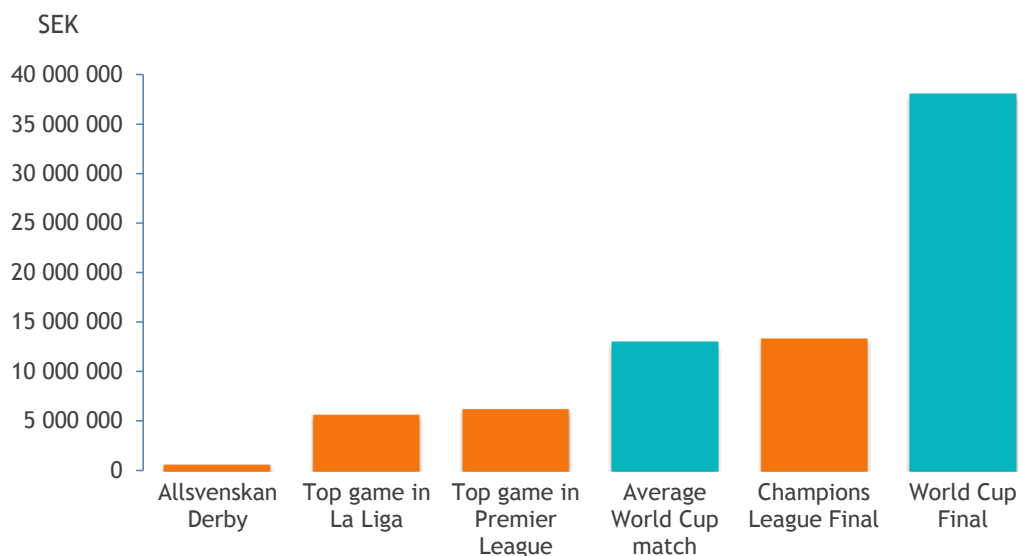
The most popular bets during the World Cup:

- 1x2
- Over/Under 2.5 (if there will be 3 goals or more during a game)
- Handicap Bets (one team is given x goals in a handicap)

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 OWN WEBSITES. 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).

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

More information about the World Cup and Betsson's result for the second quarter is published on the company's website, www.betssonab.com, and was presented at today's presentation of the result for the second quarter.



Turnover comparison (SEK)

For further information, please contact:

Magnus Silfverberg, CEO and President Betsson AB (publ), phone: +46 (0)8 506 403 00 or magnus.silfverberg@betssonab.com

Malin Sparf Rydberg, Director of Communications Betsson AB (publ), phone: +46 (0)70 477 17 00 or malin.sparfrydberg@betssonab.com

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