

## Press Release Betsson AB (Publ)

### BETSSON AB - Share split and automatic redemption of shares

According to the decision during Annual General Meeting 8 May 2015, a share split is implemented, whereby one share in Betsson (irrespective of what class of shares) is converted into four shares, of which three ordinary shares and one redemption share. Hence, this means an ordinary share split of 3:1 and one additional so called redemption share. The record date for the share split is 25 May 2015, which means that the last day of trading before the split and right to redemption share is 21 May 2015.

The new total number of shares after the split is 16,260,000 Class A shares, 121,861,587 Class B shares and 1,496,994 Class C shares, and 5,420,000 Class A redemption shares, 40,620,529 Class B redemption shares and 498,998 Class C redemption shares. Class C shares are held by the company itself and no redemption price will be paid for any redemption shares of Class A, Class B or Class C that are held by the Company. The new number of shares appears on depots 25 May 2015.

Trading in redemption shares takes place from 26 May 2015 up to and including 8 June 2015. The record date for the redemption of shares is 11 June 2015. Hence, the outstanding number of shares then returns to 16,260,000 Class A shares, 121,861,587 Class B shares and 1,496,994 Class C shares.

This procedure means that on 16 June 2015, the Company will distribute SEK 11.94 per share (based on the number of shares before the share split), or a total of SEK 549.4 million to Betsson's shareholders.

For further information, please contact:

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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 STOCKHOLM LARGE CAP LIST, (BETS).

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