

Press release Betsson AB (Publ)

Change in accounting classifications and restated quarterly tables in Betsson

Betsson has set a high standard in delivering accurate and relevant information to investors allowing for an effective evaluation of Betsson's performance.

To achieve enhanced transparency between Betsson and its peers and improved correlation between external reporting and how management view its business, Betsson has decided to change its methods of accounting with regards to B2B vs B2C and the Geographical regions.

From now on, segment information about B2B and B2C will be merged and information about our largest B2B co-operation will be presented quarterly in the interim report instead of yearly in the annual report. New geographical regions will also be launched.

The changes in classification, do not have any effect on Betsson's previously reported revenues, EBITDA, EBIT, or profit before and after tax, nor does it have any effect on the balance sheet or reported cash flows. Betsson has retrospectively restated the items affected by the reclassification, see Appendix A.

These reclassifications will be applicable from first of January 2016. Next interim report will be published April 20th, 2016.

For further information, please contact:

Fredrik Rüdén, CFO Betsson AB (publ), phone: +46(8) 506 403 00,
fredrik.ruden@betssonab.com

Malin Sparf Rydberg, Director of Communications Betsson AB (publ),
phone: +46 (0)8 506 403 00 or malin.sparfrydberg@betssonab.com

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. THE GROUP OFFERS CASINO, SPORTS BETTING, POKER, SCRATCH CARDS, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE NORDIC COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ STOCKHOLM LARGE 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

Appendix A

Group Review		New Reporting									
Revenues	Region	2015 Q4	2015 Q3	2015 Q2	2015 Q1	2014 Q4	2014 Q3	2014 Q2	2014 Q1	2015 FY	2014 FY
Sportsbetting											
	Nordics	113,0	91,5	94,5	84,1	95,4	109,5	81,7	86,1	383,2	372,7
	Western Europe	51,1	43,2	7,2	7,0	5,7	5,0	5,2	7,4	108,6	23,3
	Central and Eastern Europe and Central Asia	145,1	136,3	99,1	122,3	90,6	102,5	87,4	90,0	502,8	370,6
	Other	3,4	4,9	5,6	4,3	0,9	5,1	3,7	2,7	18,2	12,3
	Total	312,6	276,0	206,4	217,7	192,6	222,1	178,0	186,3	1 012,8	779,0
Other products - Casino, Poker & Other games											
	Nordics	362,4	361,7	343,4	351,1	354,2	338,0	336,4	330,5	1 418,7	1 359,1
	Western Europe	192,3	194,9	195,2	160,8	166,3	138,3	151,3	84,5	743,1	540,3
	Central and Eastern Europe and Central Asia	159,4	126,7	97,1	104,6	88,1	73,5	75,5	76,7	487,7	313,8
	Other	14,4	13,6	18,5	13,3	13,5	10,3	11,1	8,1	59,8	43,0
	Total	728,5	696,9	654,2	629,7	622,0	560,1	574,3	499,7	2 709,3	2 256,2
Total by region											
	Nordics	475,5	453,3	437,9	435,1	449,6	447,5	418,1	416,6	1 801,8	1 731,8
	Western Europe	243,3	238,1	202,4	167,8	172,0	143,2	156,5	91,9	851,7	563,6
	Central and Eastern Europe and Central Asia	304,5	263,0	196,2	226,9	178,7	176,0	162,9	166,7	990,5	684,3
	Other	17,9	18,5	24,0	17,6	14,4	15,4	14,8	10,8	78,0	55,4
	Total	1 041,1	972,9	860,6	847,4	814,7	782,1	752,3	686,0	3 722,1	3 035,1
Share of total %											
	Nordics	46	47	51	51	55	57	56	61	48	57
	Western Europe	23	24	24	20	21	18	21	13	23	19
	Central and Eastern Europe and Central Asia	29	27	23	27	22	23	22	24	27	23
	Other	2	2	3	2	2	2	2	2	2	2
QoQ and YoY Growth (%)											
	Nordics	5	4	1	-3	0	7	0	-4	4	7
	Western Europe	2	18	21	-2	20	-8	70	43	51	116
	Central and Eastern Europe and Central Asia	16	34	-14	27	2	8	-2	16	45	21
	Other	-3	-23	37	22	-6	3	38	-24	41	60
Growth compared to same period last year (%)											
	Nordics	6	1	5	4	4	8	15	2	4	7
	Western Europe	42	66	29	83	168	126	124	45	51	116
	Central and Eastern Europe and Central Asia	70	49	20	36	24	46	17	4	45	21
	Other	24	20	62	63	2	256	102	22	41	60

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. THE GROUP OFFERS CASINO, SPORTS BETTING, POKER, SCRATCH CARDS, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE NORDIC COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ STOCKHOLM LARGE 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