

## Press Release Betsson AB (Publ)

### Betsson has successfully issued senior unsecured bonds

Betsson AB today announces the issuance of senior unsecured bonds in a total amount of SEK 1 billion due 2019. The Bonds have successfully been placed among mainly Nordic investors.

The proceeds from the bond issue will be used to facilitate Betsson's acquisition strategy, refinancing debt and general corporate purposes.

The Bonds have a floating rate coupon of Stibor 3m plus 3.5 percent and a tenor of 3 years, maturing in November 2019. Betsson intends to apply for a listing of the Bonds on Nasdaq Stockholm.

"Betsson's strong balance sheet and cash generation contributed to a large interest in the bond, which was oversubscribed by 48 percent. The proceeds of the bond gives us increased financial flexibility to act on acquisition opportunities," says Ulrik Bengtsson, CEO and President of Betsson AB.

DNB Markets and Swedbank have acted as Joint Bookrunners in the issue of the Bonds.

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*This information is information that Betsson AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 8:00 CET on November 17th 2016.*

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