

Press Release Betsson AB (Publ)

OBG makes Betsson.com the world's largest mobile casino

Betsson's subsidiary has developed a new front-end technology, "One Betsson Group" (OBG). This in combination with improved design and layout has made it possible for Betsson.com's new mobile casino to include more than 800 games - making it the largest in the world.

Betsson operates a multi-brand strategy and the subsidiaries' brands should always offer the best customer experience in the industry. OBG is, in its simplest form, a component layer that will sit between the proprietary technology platform Techsson and the different brand front-ends. OBG enables faster launch of games, functionality and improved user experience across brands, channels and countries.

The first brand to be built on OBG is Betsson.com's mobile casino. The new mobile casino offers more games than any other mobile casino in the world and also offers improved search, filtering, favouriting, personalisation and recommendation.

"The success of Betsson Group's multi-brand strategy is dependent on a scalable technology. The introduction of Techsson reduced platform cost per user. OBG is taking scalability to the next level as it makes improvement of the user experience more efficient. We firmly believe this casino is bringing Betsson.com to the forefront of the industry - and the rest of the Betsson brands are to follow suit," says Ulrik Bengtsson, CEO and President of Betsson AB.

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BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTERING SHAREHOLDINGS IN COMPANIES THAT, THROUGH PARTNERS OR BY THEMSELVES, OFFER GAMES TO END USERS VIA THE INTERNET. THE GROUP OFFERS CASINO, SPORTSBOOK, POKER, SCRATCHCARDS, BINGO AND OTHER GAMES. CUSTOMERS ARE PRIMARILY FROM THE NORDIC COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ STOCKHOLM, LARGE CAP LIST (BETS).

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