

## Press Release Betsson AB (Publ)

### Jesper Svensson appointed CEO of Betsson's operational subsidiaries

Jesper Svensson has been with the Betsson group since 2013 and has served as acting CEO of Betsson's operational subsidiaries since September 2017.

"Jesper has extensive experience from the gaming industry and the passion and skills needed to lead Betsson's gaming operations. I look forward to working with Jesper and his team", said Pontus Lindwall, CEO of Betsson AB.

"The team and I have many opportunities and also challenges ahead. We have already made improvements to our ways of working in order to better leverage on the multi-brand model and the single platform", comments Jesper Svensson, CEO of Betsson's operational subsidiaries.

Betsson's operational headquarters are in Malta, but the business is operated from 12 locations by 1,900 people of 50 different nationalities.

#### For further information, please contact:

Pontus Lindwall, CEO Betsson AB  
+46 (0)8 506 403 00

Pia Rosin, VP Corporate Communications Betsson AB  
+46 (0)73 600 85 00, pia.rosin@betssonab.com

*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, on 4 December, 2017, at 15.30 CET.*

---

BETSSON AB (PUBL) IS A HOLDING COMPANY THAT INVESTS IN AND MANAGES FAST-GROWING COMPANIES WITHIN ONLINE GAMING. THE COMPANY IS ONE OF THE LARGEST IN ONLINE GAMING IN EUROPE AND HAS THE AMBITION TO OUTGROW THE MARKET, ORGANICALLY AND THROUGH ACQUISITIONS. THIS SHOULD BE DONE IN A PROFITABLE AND SUSTAINABLE MANNER, PRIMARILY IN LOCALLY REGULATED MARKETS. BETSSON AB IS LISTED ON NASDAQ STOCKHOLM, LARGE CAP (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