

## Press Release Betsson AB (Publ)

### Betsson acquires licensed Spanish operator

Betsson enters the Spanish gaming market by acquiring the locally licensed online gaming operator Premier Casino. The online gaming market in Spain is growing fast, primarily in the casino segment.

Premier Casino is a pure-play casino operator, but also holds General licenses for sports betting and other games online. The operator has 260,000 registered customers.

The acquisition has no material impact on Betsson's short-term financials, but enables long-term profitable growth in the Spanish market. Betsson is also considering launching more brands under the licenses in accordance with its multi-brand strategy.

"Spain is one of Europe's largest gaming markets and especially casino is growing fast. Betsson's strategy of building and running locally strong casino brands, for example in the UK and Italy, makes me confident that we will build leading brands also in Spain. This acquisition is in line with Betsson's ambition to increase the share of locally regulated revenue," said Ulrik Bengtsson, CEO and President of Betsson AB.

The purchase price payable in cash is EUR 3.0 million and the acquisition is expected to close at the end of March 2017.

#### For further information, please contact:

Ulrik Bengtsson, CEO and President Betsson AB  
+46 (0)8 506 403 00

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

---

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).

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