

## Press Release Betsson AB (Publ)

### Invitation Capital Markets Day 2014 - 7<sup>th</sup> of March

Betsson cordially invites investors, analysts and other stakeholders to Betsson's Capital Markets Day on March 7 2014. During the day Betsson will give you an update on the strategy and the business optimization initiatives. Betsson will also present where it stands on delivering according to the Vision "*The best customer experience in the industry*".

The event will be hosted by CEO and President Magnus Silfverberg. Other members of the top management will also be giving presentations. The presentations will be held in English.

Location: Betsson AB's office, Regeringsgatan 28, Stockholm, Sweden

#### Agenda:

08:00-08:15 - Registration

08:15-12:15 - Presentations

- Betsson's Vision and Strategy
- Betsson's operations
- Legal update
- Digital marketing
- Mobile and Customer experience

12:15-13:00 - Lunch

To attend at the Capital Markets Day please register on Betsson's website <http://betssonab.com/en/Contact/>. If you are not able to sign up on the website please call: +46 (0)8 506 403 00. For those of you who are not able to come to Stockholm, it will be possible to see the presentations afterwards via a webcast. Please e-mail [info@betssonab.com](mailto:info@betssonab.com) to get access to the broadcast.

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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. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES THROUGH PARTNERSHIPS AND OWN WEBSITES. BETSSON MALTA OFFERS POKER, CASINO, SPORTS BETTING, SCRATCH CARDS, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

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