

2009-02-13

Financial Presentation Full year 2008

Pontus Lindwall
CEO and President



Agenda

- Q4 financial presentation
- Product and geographic split
- Legal and other topics
- Events after Q4
- Q&A

2009-02-13

Q4 2008

All Time High!



Q4 Highlights – All time high again!

- Revenues increased 69%
to SEK 321,1 m (189,8)
- Operating income increased 111%
to SEK 91,9 m (43,5)
- EPS 2,37 (1,10)
- Increased dividend 5,10 (5,00)

Numbers in gray = Q4 2007

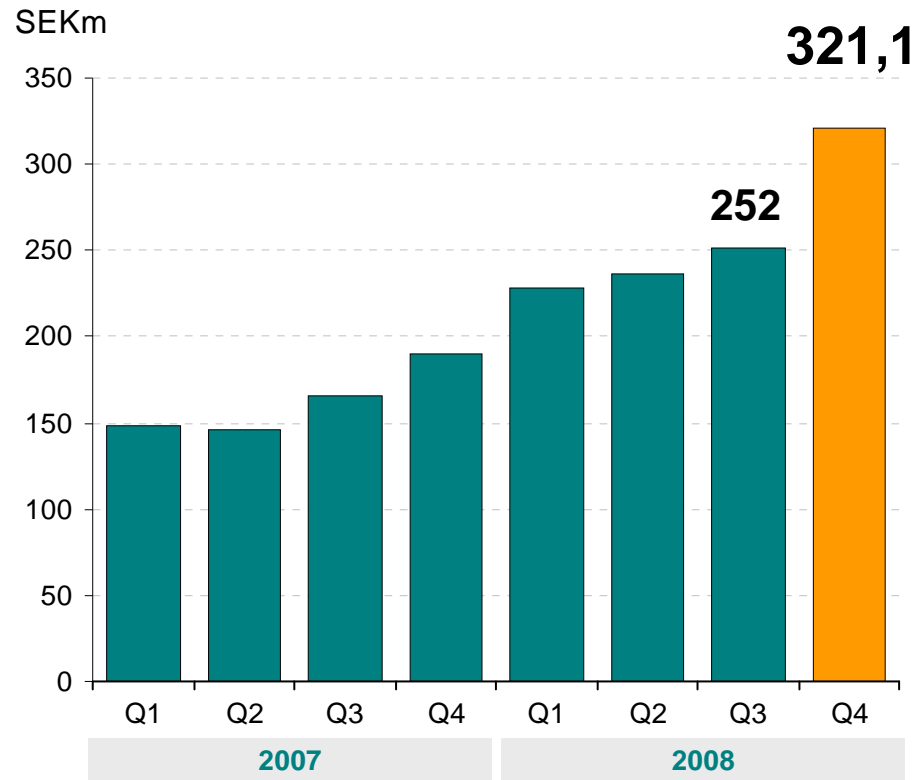
Q4 Highlights – All time high again!

- Operating margin 28,6 % (22,9)
- Active customers increased 56% to 167 400 (107 000)
- Liquid funds SEK 373,2 m

Numbers in gray = Q4 2007



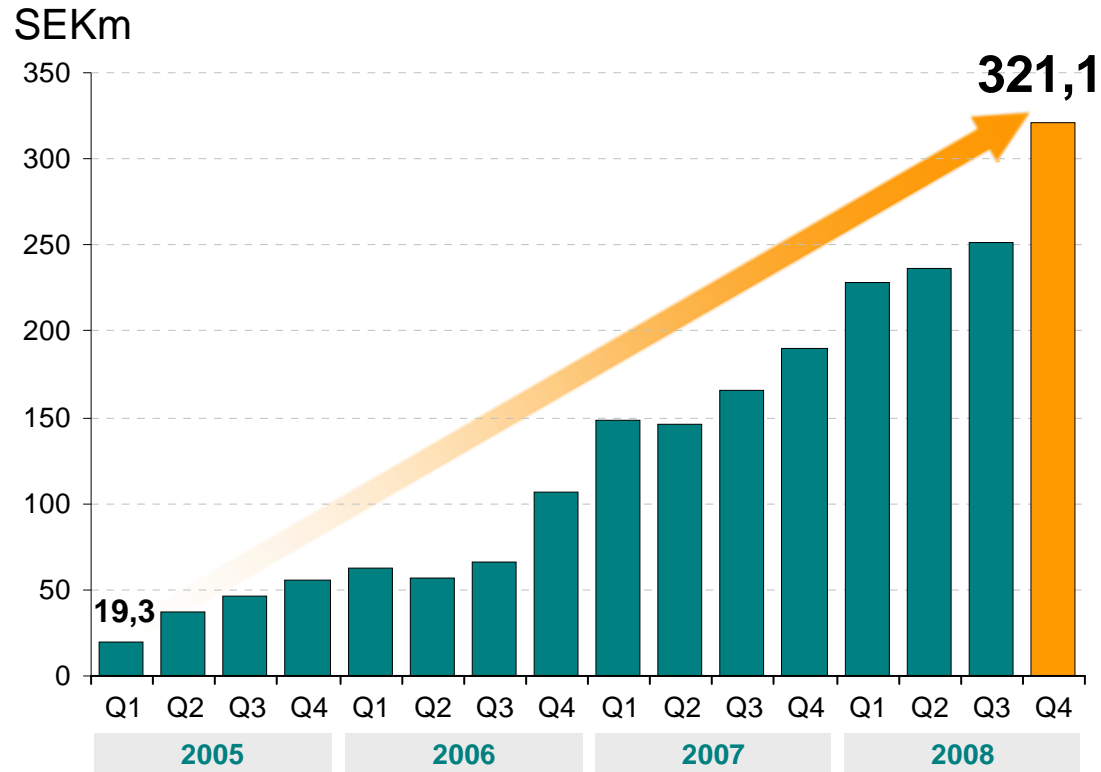
Revenues Q by Q



- + **69,3%** compared to Q4 2007 (*SEK 189,7 m*)
- + **27,4%** compared to Q3 2008 (*SEK 252 m*)



Strong growth trend remains



**Once again Betsson confirms
the solid trend of growth!**

Quarter on quarter

- Revenues increased 27%
to SEK 321,1 m (252)
- Operating income increased 36%
to SEK 91,9 m (67,8)
- Active customer increased 32%
to 167 400 (127 300)

Numbers in gray = Q3 2008

Reasons for strong performance

- Partner marketing (Affiliate Lounge)
- Strong growth throughout all markets
- Active customer growth Q on Q partly because of traditionally low Q3 activity
- Constant improvement and development of product portfolio
- Betssons brands strong in the market

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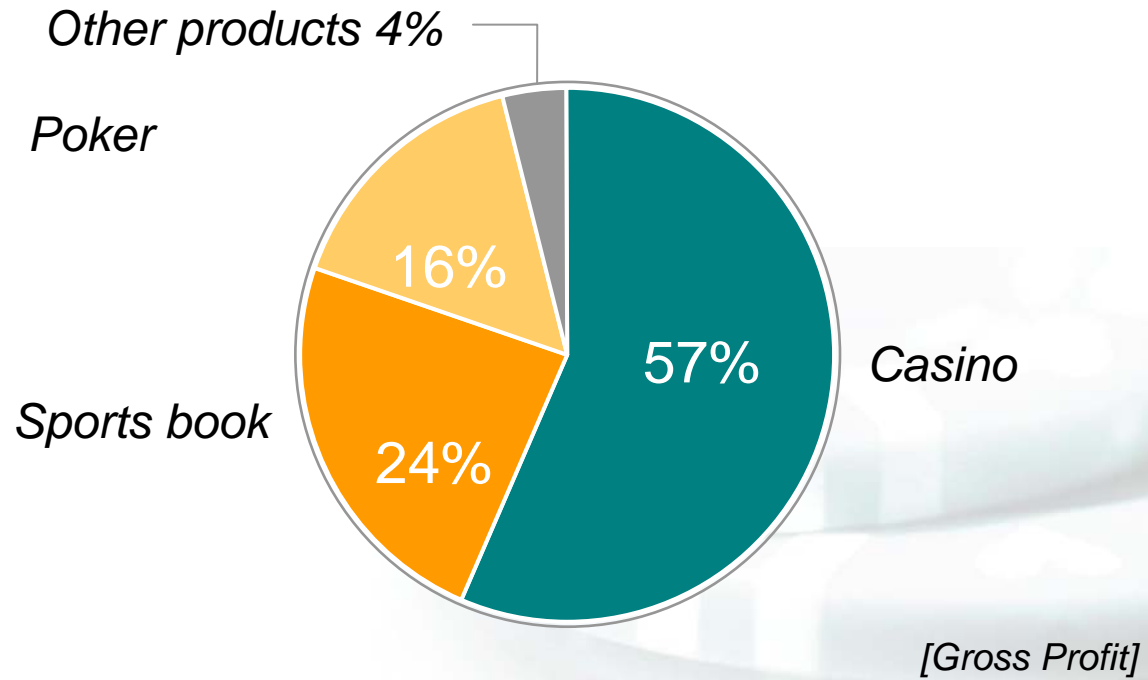
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Product and geographic split



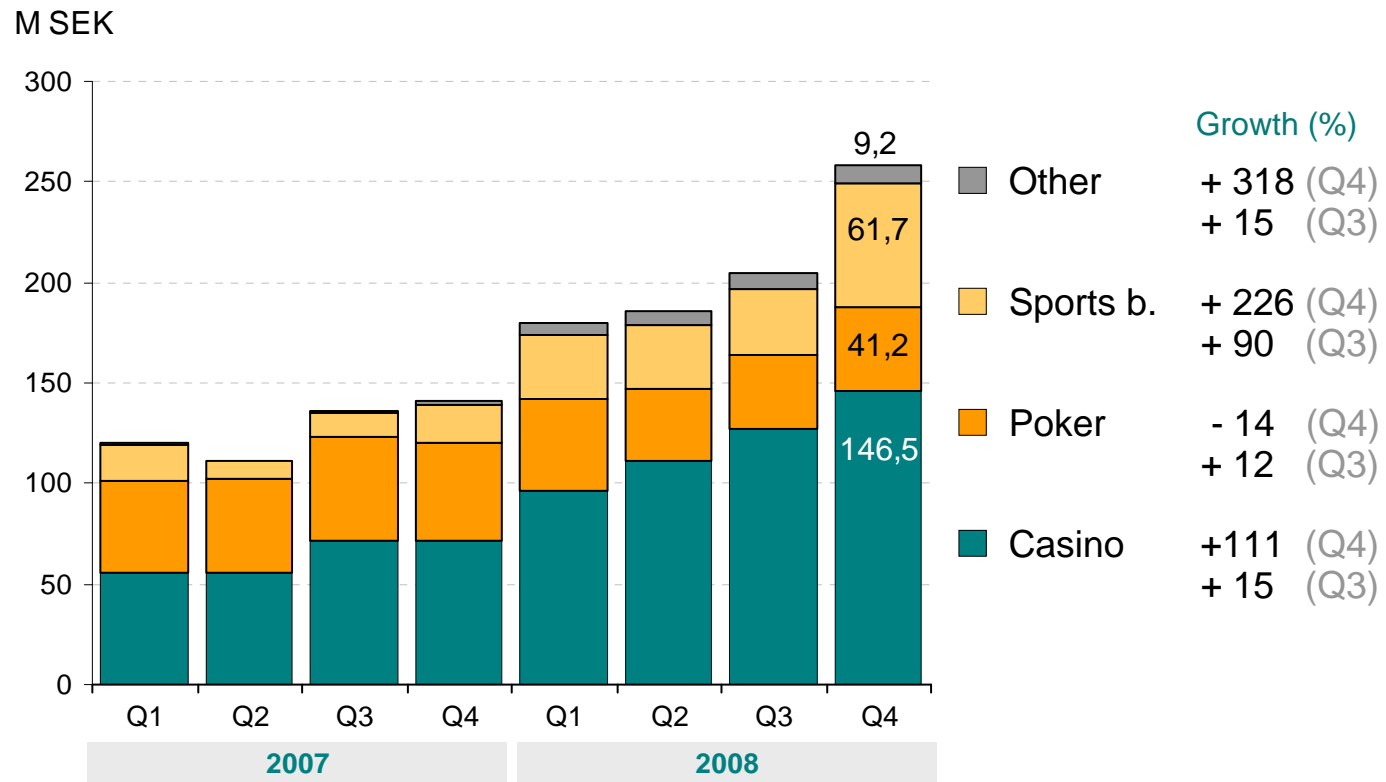
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WHAT'S YOUR THRILL? 

Gross profit per product Q4



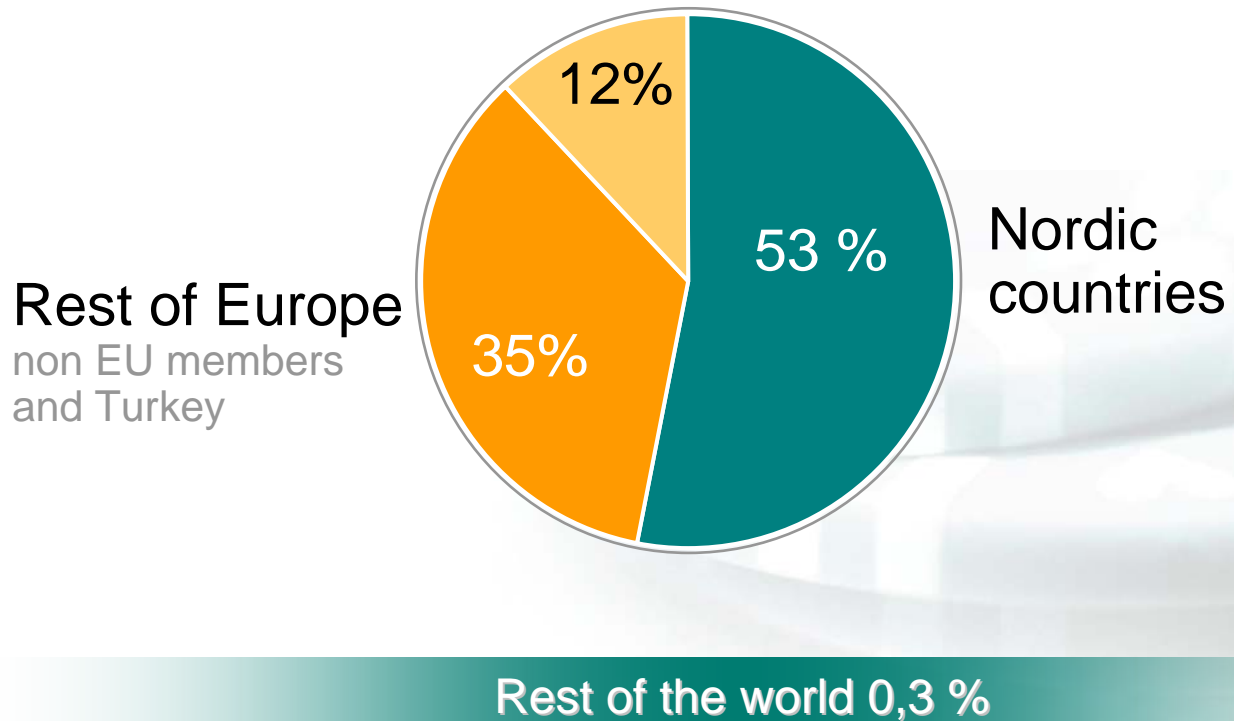


Gross profit by product segment



Gross profit per geographic area Q4

Non Nordic EU countries



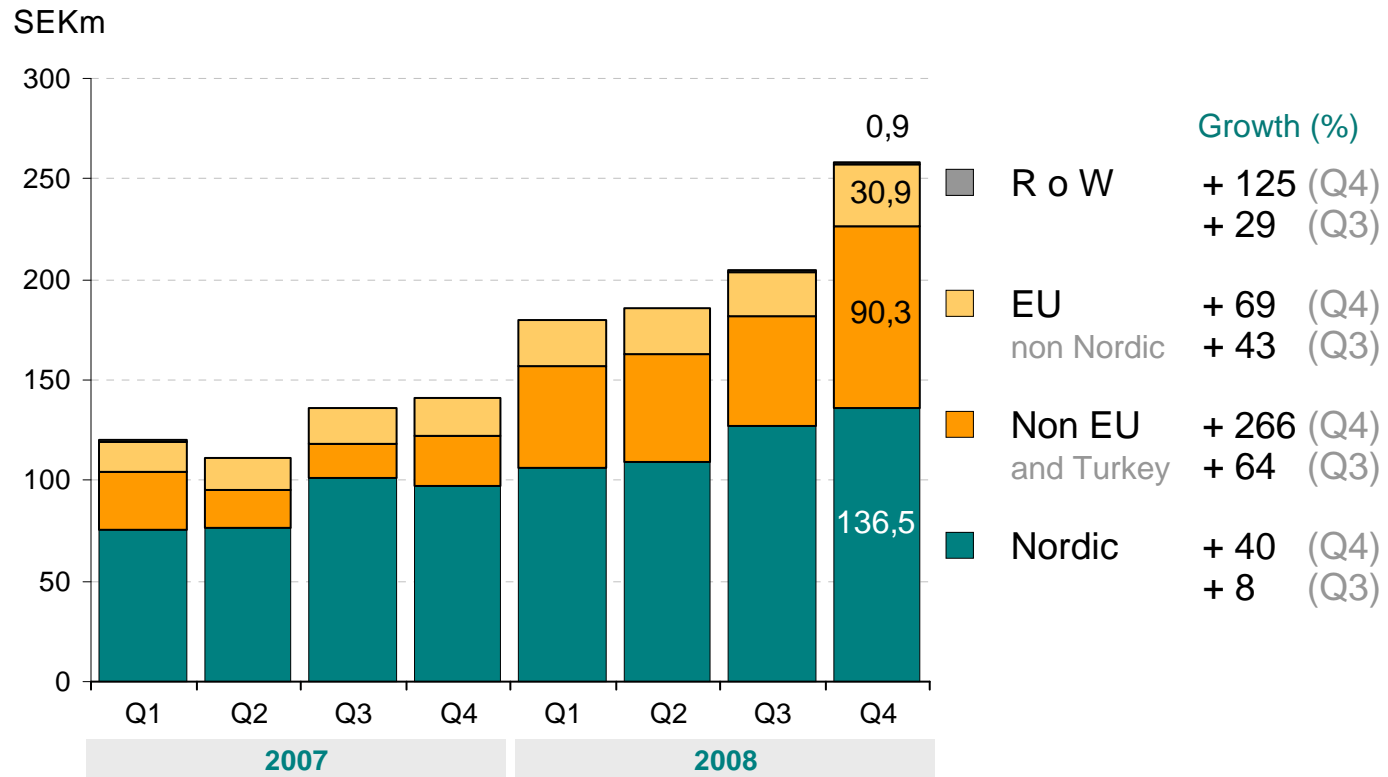
Rest of Europe
non EU members
and Turkey

Nordic
countries

Rest of the world 0,3 %



Gross Profit per geographic area



Q and full year comparison

<i>M SEK</i>	Q4		Full year	
	2008	2007	2008	2007
Revenues	321,1	165,5	1037,8	649,0
Gross profit	258,6	145,7	828,1	520,8
Operating margin	28,6	22,9	26,7	29,3
EBIT	91,9	43,5	276,6	189,9
Profit for the period	92,9	43,1	267,3	179,4
EPS	2,37	1,10	6,81	4,55

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Legal and
other topics



Legal

- Shopsson opened in May 2008.
 - Verdict announced in January, appealed.
 - New verdict expected in late 2009.
- Legal update Sweden
 - “Spelutredningen” published in December
- Legal update Norway
 - Possible new legal framework during 2009
- Legal update Turkey
 - No changes
- Legal update EU
 - EU keeps on putting pressure

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Events after Q4



After Q4 – 2009 outlook

- Q1 2009 so far in line with Q4 2008
- Market expected to grow 14 % 2009*, Betsson intend to grow faster
- Annual meeting May 12th, 2009

* Source: Global Betting and Gaming consultants



Q&A



What's your thrill?