

2008-08-01

# Highlights Q2 2008

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CEO



A vertical image on the left side of the slide shows a person's hand in a white shirt pointing at a roulette wheel. The wheel is wooden with red and black segments, and numbers are visible, including 20, 14, 31, and 9.

## Agenda

- Highlights Q2
- Financial figures
- Product and geographic split
- Betssons Shop
- Events after Q2
- Outlook 2008



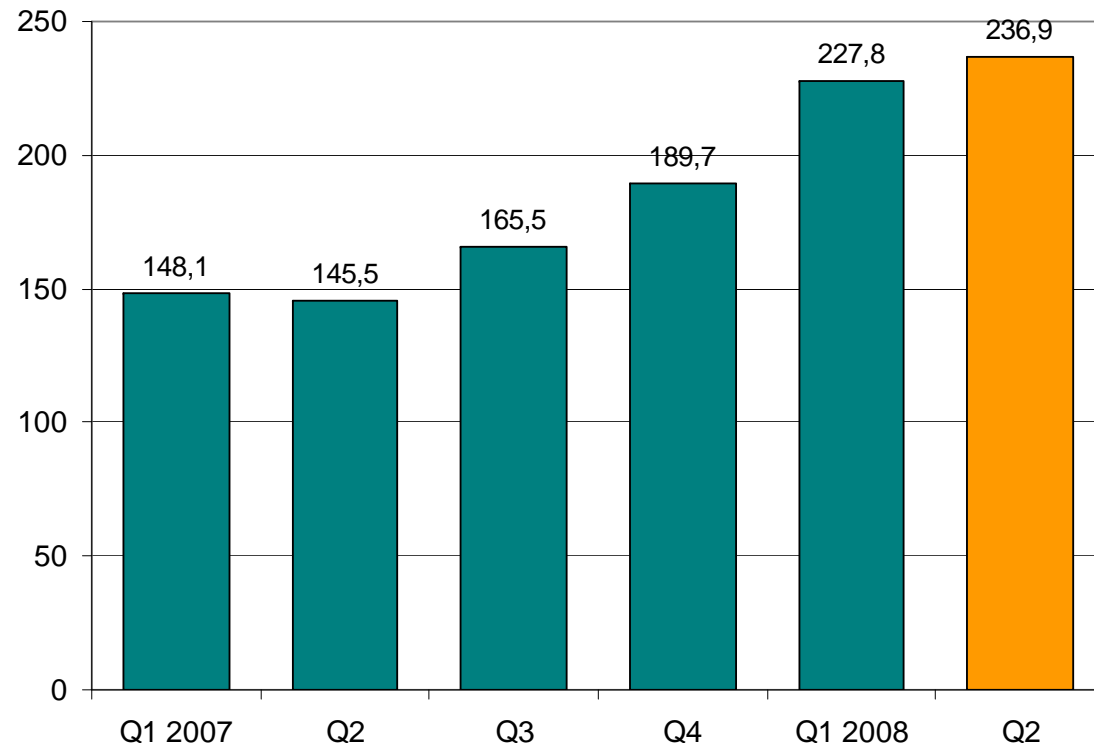
## Q2 Highlights – All time high again!

- Net sales increased by 63 percent to SEK 236.9 million
- Operating income increased by 27% to SEK 60.1 (47.2) million
- Income after taxes amounted to SEK 57.2 (43.4) million, corresponding to SEK 1.46 (1.10) per share
- Betsson.com launched in Serbia and the Netherlands
- Betsson opened a Betting Shop in Stockholm – challenging the legislation
- Betsson.com launched a new version of the Sportsbook and a web shop



## ATH - Net Sales Increased By 63 %

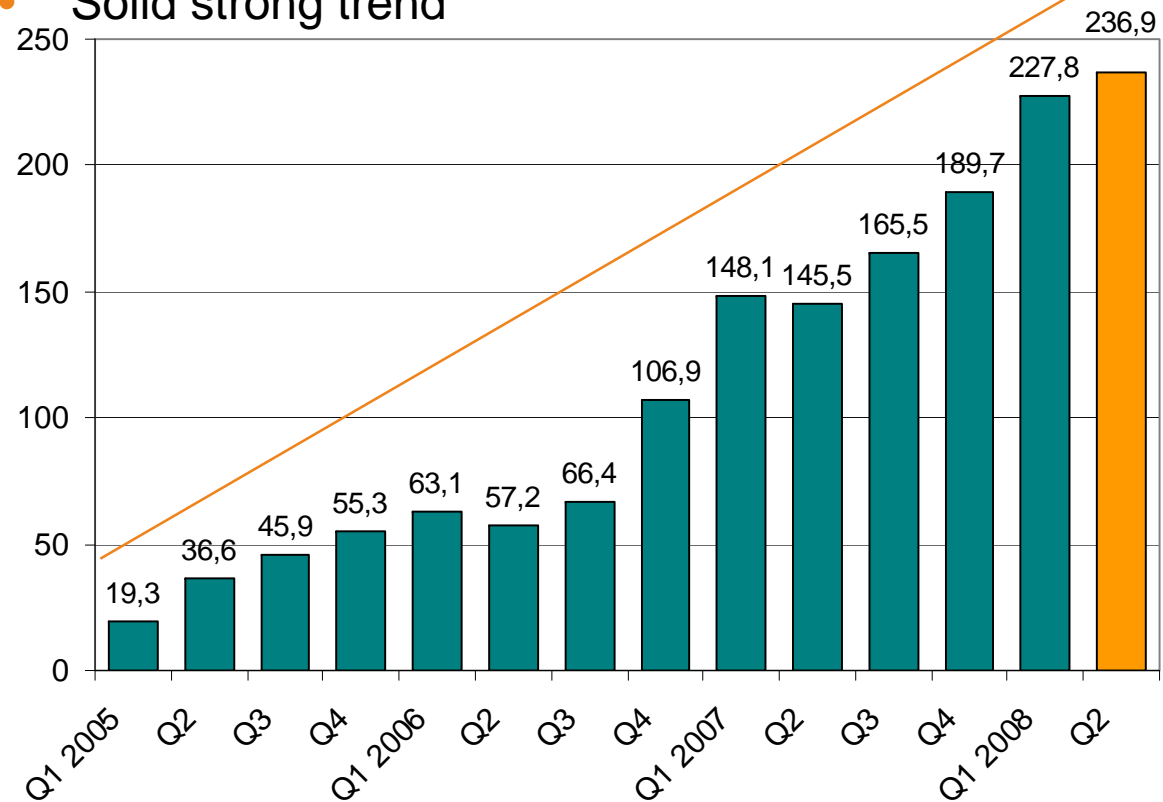
- Net sales reached ATH SEK 236,9 million in Q2 2008
- An increase of 5,8 % compared to Q1 2008 (SEK 227,8 million) and an increase by 63 % compared to Q2 2007 (145,6 million SEK)





## Solid Growth Trend

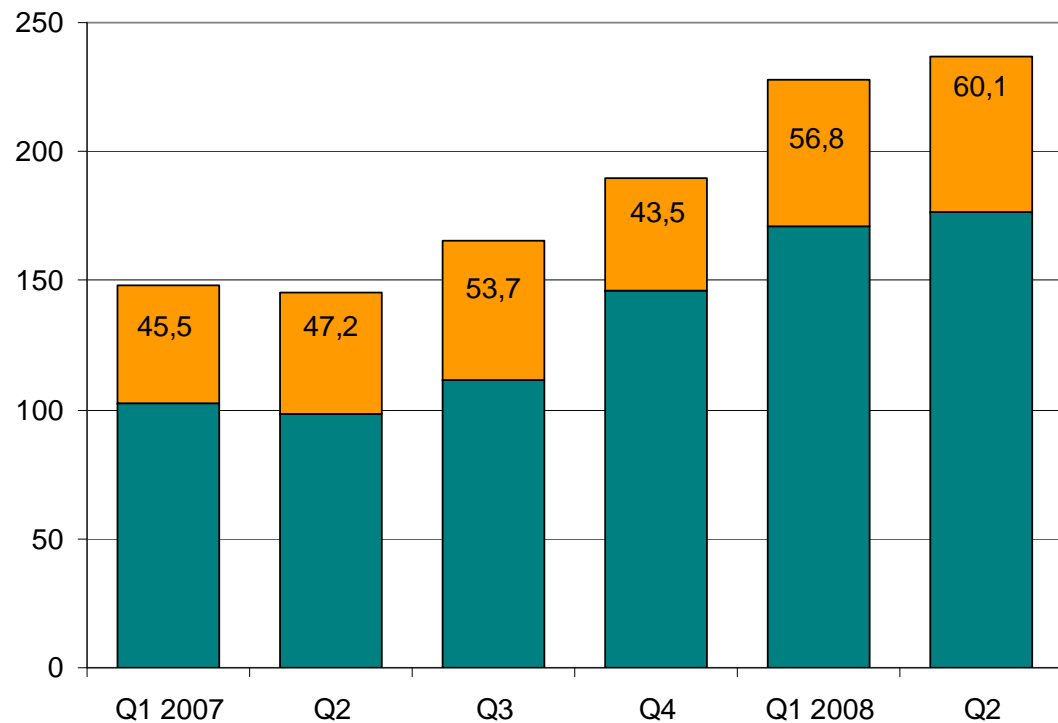
- Betssons net sales has grown more than 1000 % since Q1 2005
- During 2007 Betsson net sales grew by 121 %
- Solid strong trend





## ATH - Operating Profits Increased by 27,3 %

- ATH - Operating profit reached SEK 60,1 million
- An increase of 27,3 % compared to Q2 2007 (SEK 47,2 million)





## ATH - Interim Period January-June

- Net Sales amounted to SEK 464,7 million. This equals to an increase by 58 % compared to H1 2007
- Gross profits have increased by 53 percent to SEK 365.3 (238.2) million
- Operating income increased to SEK 116.9 (92,7) million
- The marketing costs amounted to SEK 157.5 (74.7) million during the whole interim period where SEK 80,6 million refers to the first quarter

2008-08-01

# Financial Figures

Products and  
geographic split

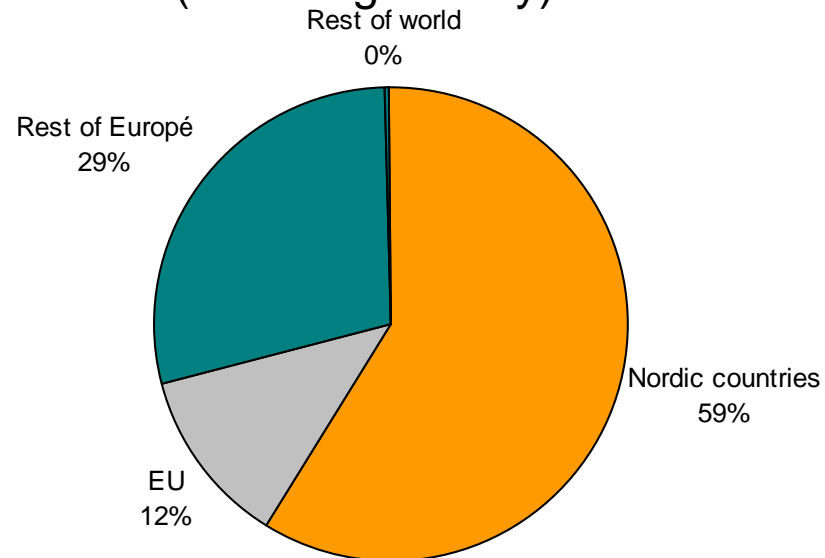






# Gross Profit Per Geographic Area

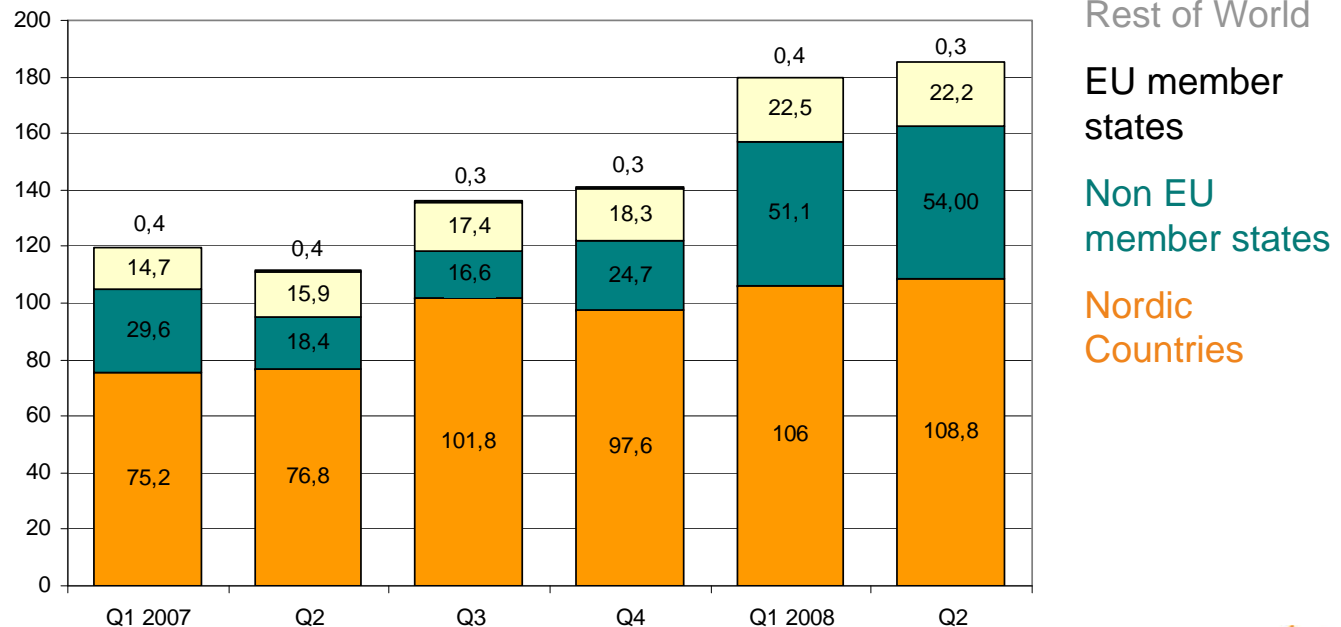
- Nordic countries - include Sweden, Norway, Denmark and Finland
- EU - includes all member states excluding the Nordic countries
- Rest of Europe - are countries within Europe which are not a part of EU (including Turkey)





# Gross Profit Per Geographic Area

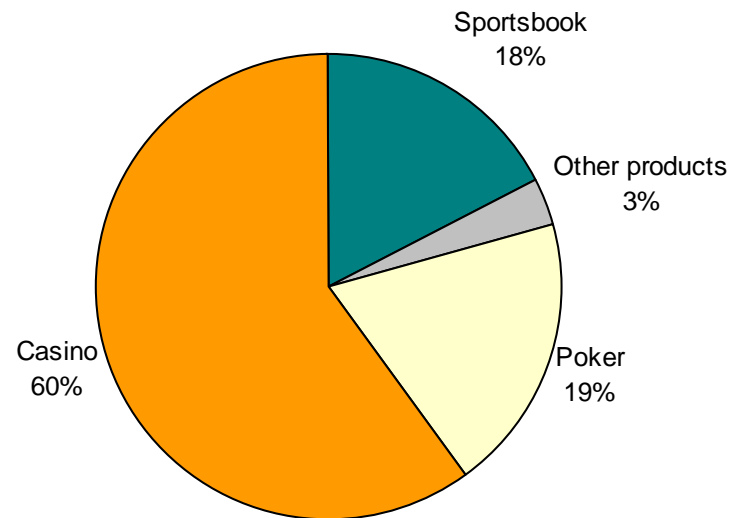
- The share of gross profit from the Nordic countries amounted to SEK 108,8 million (76,8) +42%
- The gross profit originating from the rest of EU amounted to SEK 22,2 million (15,9) +40%
- The gross profit originating from non EU member states amounted to SEK 54 million (18,4) +193%





## Gross Profit Per Product

- Casino, which is the less price sensitive product, stands for 60 percent of gross profit
- Casino is also the product that showed most growth during the second quarter

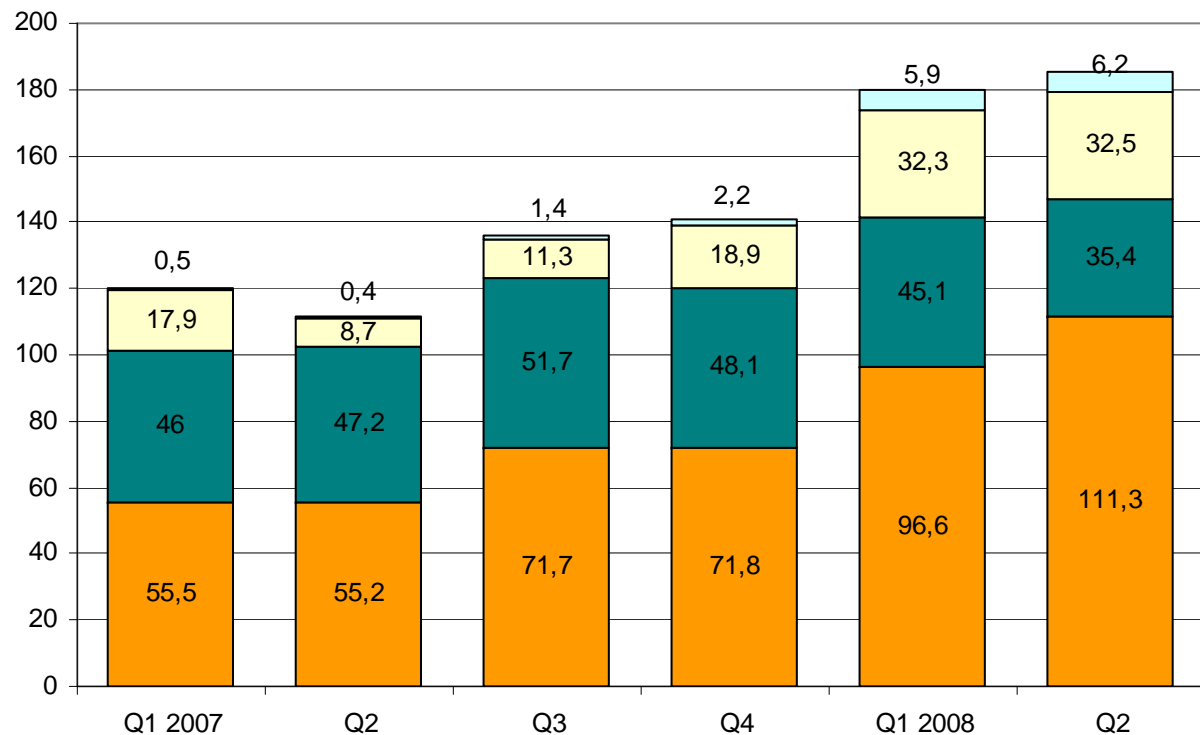




# Gross Profit Per Product over time

- Casino and other products are growing

Casino, Poker, Sportsbook and other products



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Betsson Shop  
Creating  
freedom of  
choice





## Why the Betting Shop?

- **We develop our offer**
  - Building closer relationships with our customers
  - We create more gaming opportunities
- **Betsson give the gamblers the freedom of choice**
  - Betsson offers players an alternative to Svenska Spel
  - Betsson´s shop offers the gamblers the opportunity to play on sport events, talk to our experts and meet with other sports fans
- **Betsson challenges the legislation**
  - The monopoly is a financial monopoly
  - The EC treaty states gives companies like Betsson the right to establish within the EU
  - Betsson want to push the development forward towards a re-regulation



# Betsson Challenges the Legislation

- Betsson opened the first private Betting store in Sweden, challenging the state monopoly, on May 30 2008
- Lotteriinspektionen has issued a fine of EUR 262 000 (SEK 2 500 000) if Betsson do not stop the advertising of the Betsson Malta Ltd brand;
- As a consequence Betsson has been recognized as the challenger of the state monopoly and an advocate of free competition
- The monopoly is illegal - Betsson pushes the slow political process forward by acting in accordance with EC law

2008-08-01

# Betsson Event after Q2







## After Q2

- Sales for July are in line with sales for June (despite the low-season)
- The second highest Jackpot ever of EUR 947 394 was paid out 28 July to a Swedish customer



## 2008 Outlook

- Betsson aims to grow faster than the market
- EU puts pressure on the member states to allow competition and to change their legislation
- Betsson see a trend in that the confidence for online gaming increases in rest of Europe

2008-08-01

# WHAT'S YOUR THRILL

