

2009-07-24

Presentation Q2 2009

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CEO and President



Agenda

- Financial presentation
- Product and geographical split
- Introducing
 - Sportsbook margin
 - Customer deposits
- Legal
- Events after Q2
- Q&A

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Betsson

Financial
Presentation
Q2 2009



Q2 Highlights

- Revenues increased 20 % to SEK 284.6 million (236.9)
- Operating income increased 2 % to SEK 61.6 million (60.1)
- EPS SEK 1.50 (1.46)

Numbers in gray = Q2 2008

Q2 Highlights

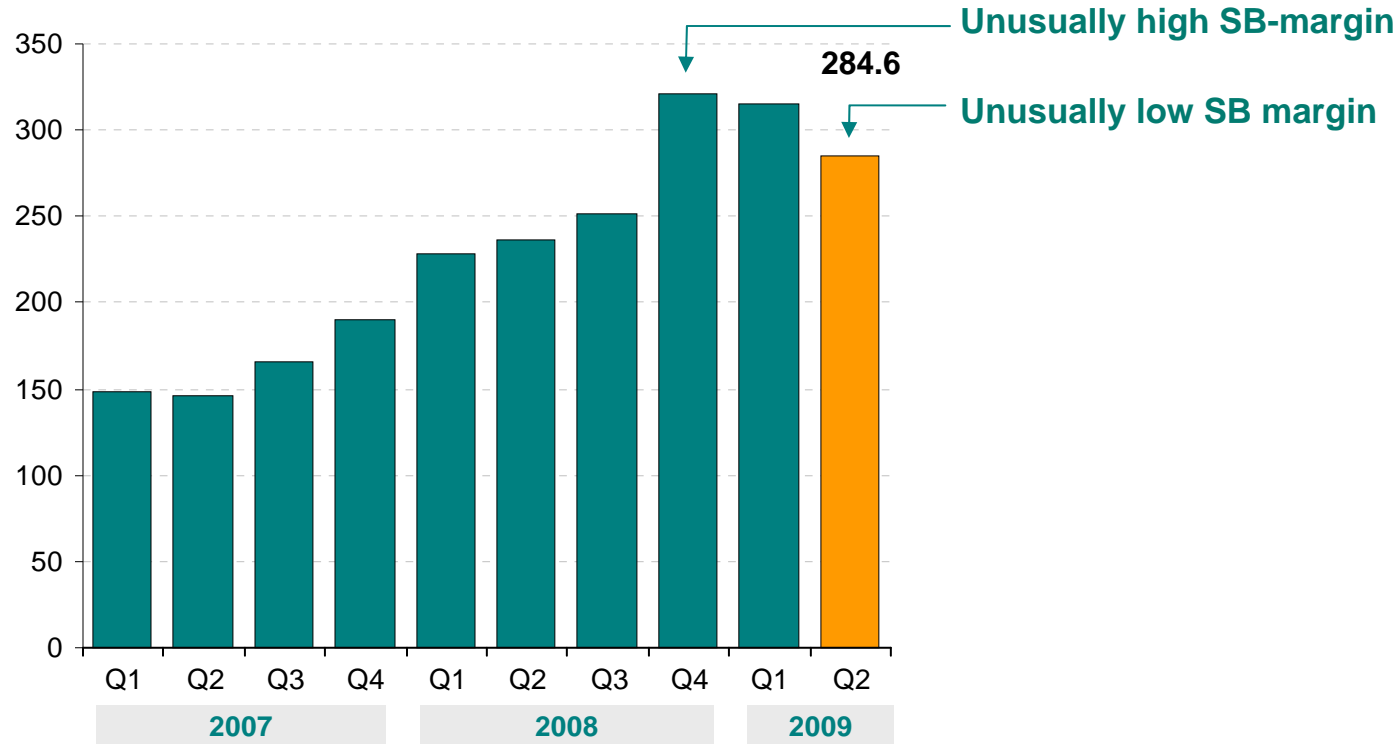
- Operating margin 21.6% (25.4)
- Active customers increased 33 % to 185 300 (139 000)
- Cash by end of period SEK 287.9 million (142.6)
- Betsson has signed an agreement for scratch tickets – launch in third quarter

Numbers in gray = Q2 2008



Revenues Q by Q

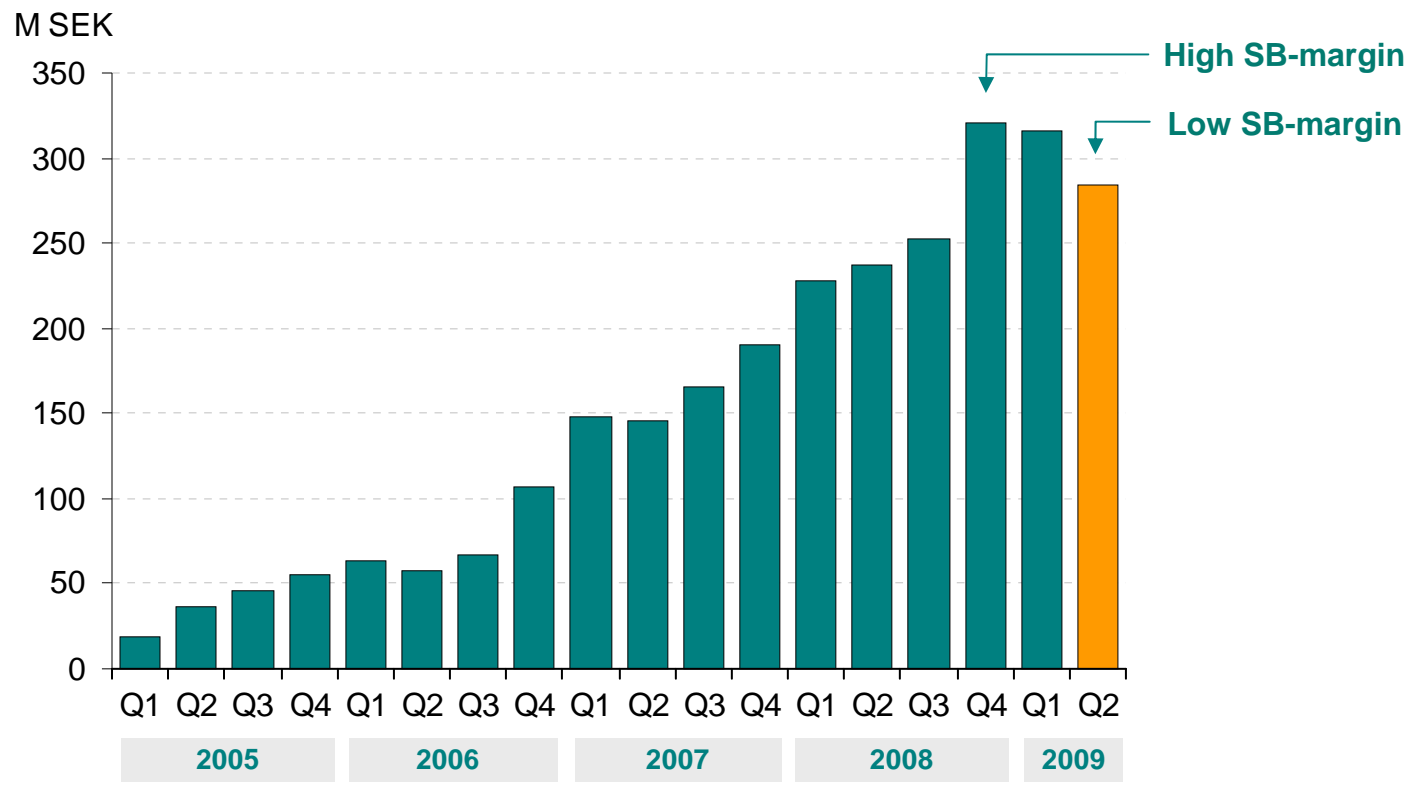
M SEK



- + **20 %** compared to Q2 2008 (236.9)
- - **10%** compared to Q1 2009 (315.5)



Higher volatility as Sportsbook increases



Quarter on quarter

- Revenues decreased 10 %
to SEK 284.6 million (315.5)
- Operating income decreased 25 %
to SEK 61.6 million (82.4)
- Active customer increased 6 %
to 185 300 (174 600)

Numbers in gray = Q1 2009

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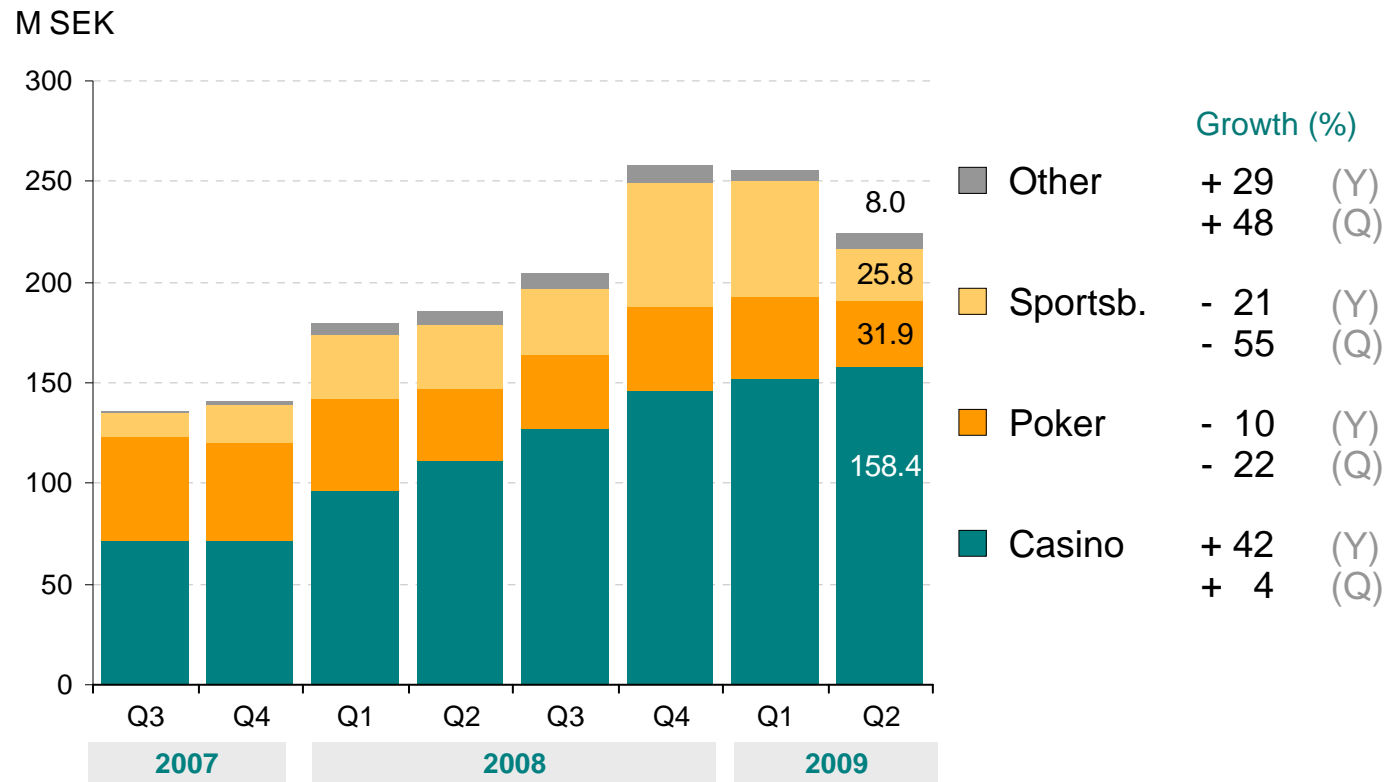
Betsson

Product and
geographical
split



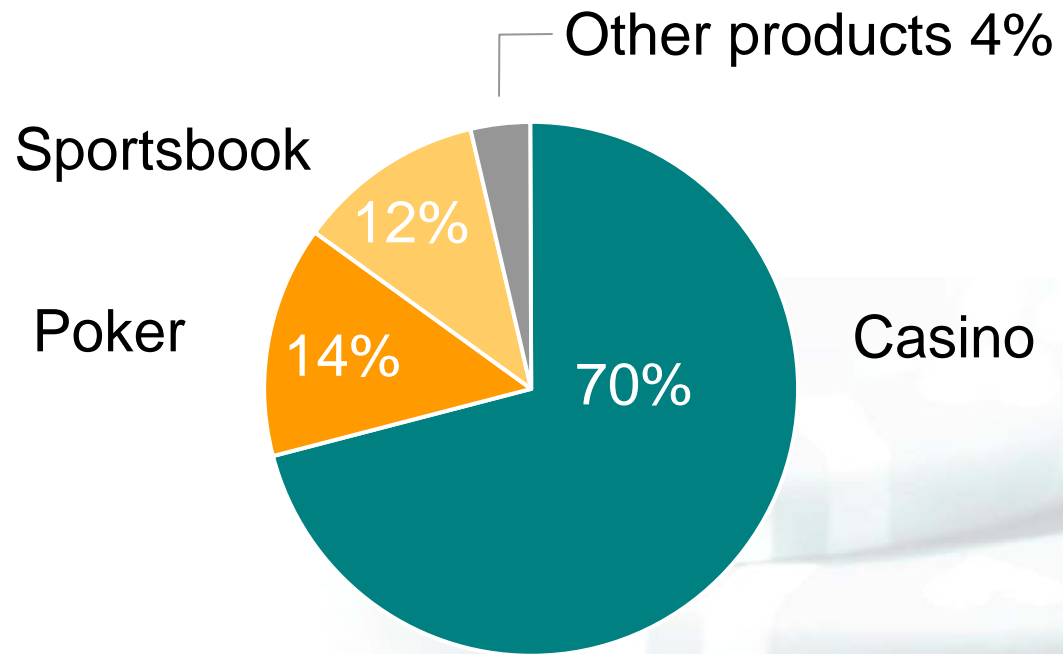


Gross profit per product segment



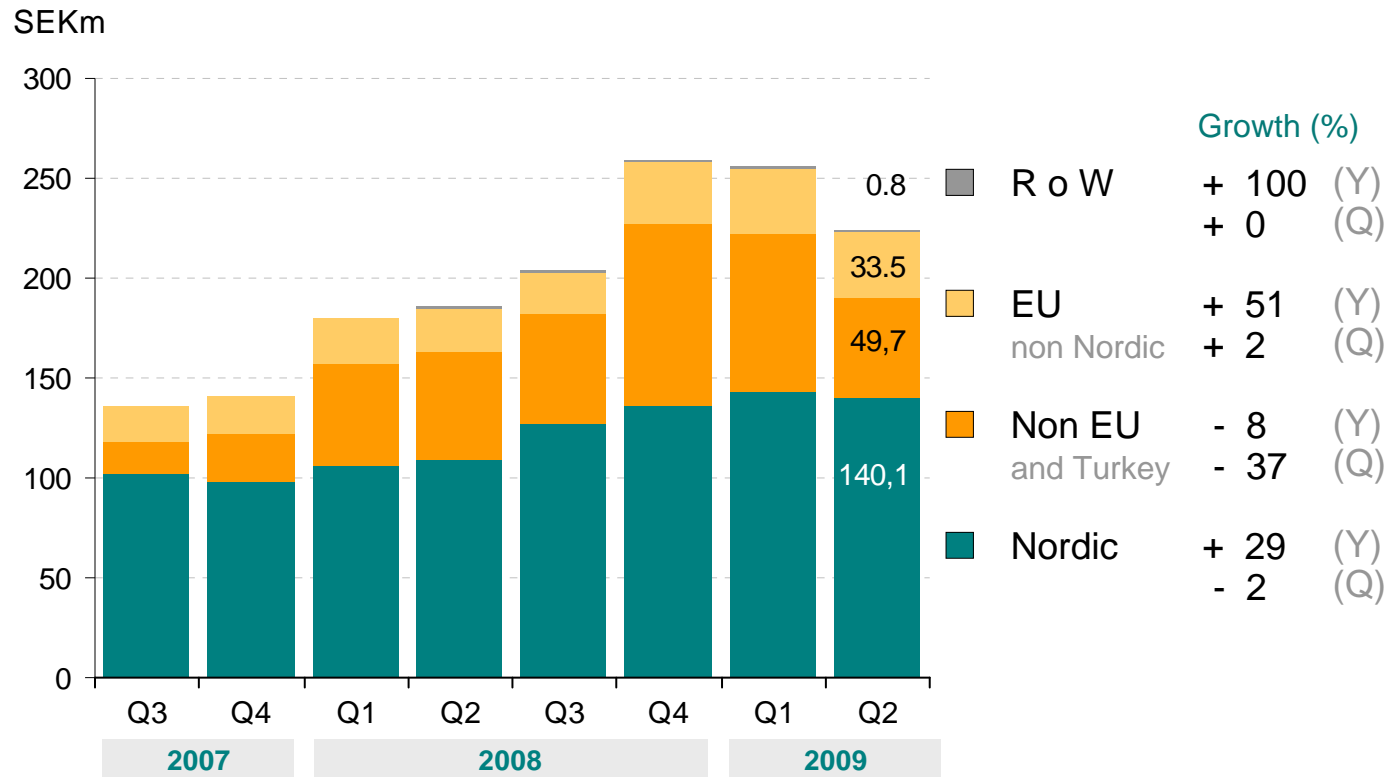


Gross profit per product Q2



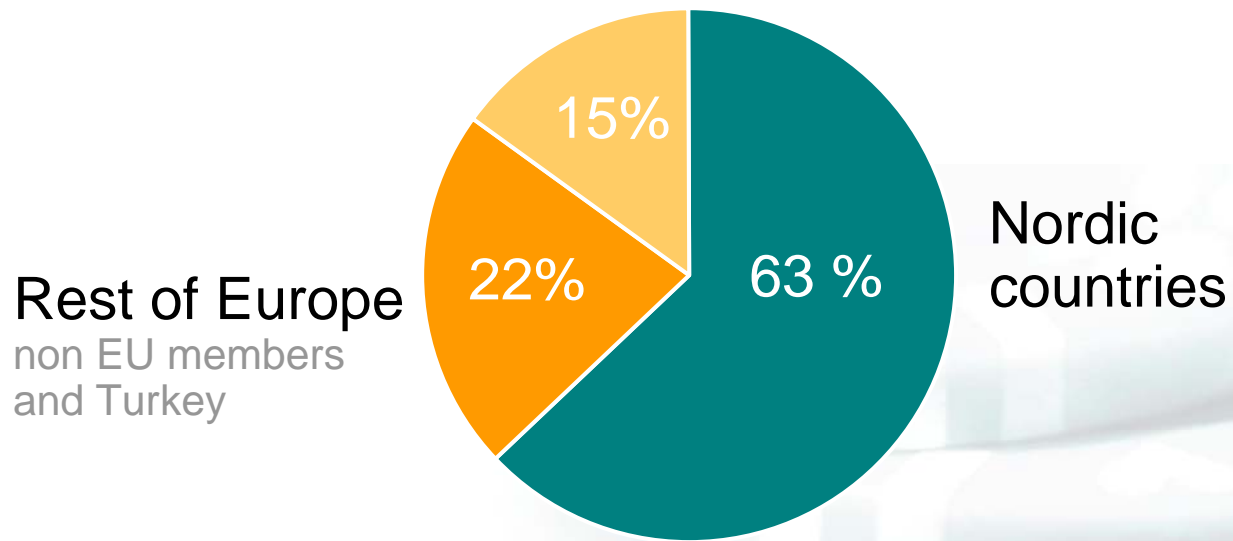


Gross profit per geographical area



Gross profit per geographical area Q2

Non Nordic EU countries



Rest of the world 0,4 %

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Introducing
SB Margins
Deposits



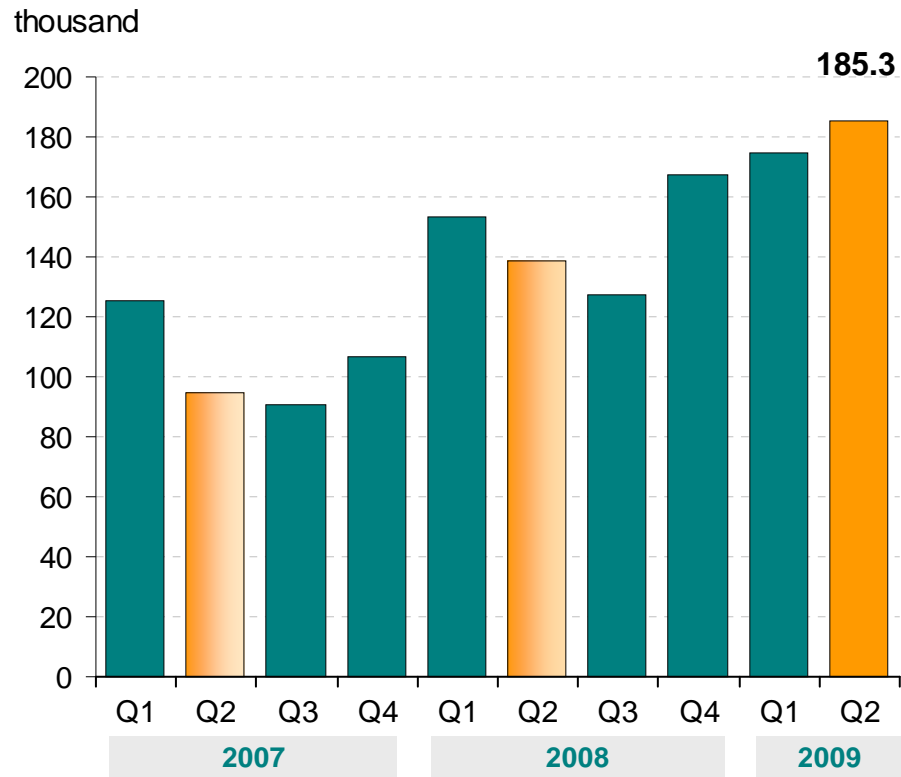
Growth indicators

	Growth 2Q 2009	
	Y/Y	Q/Q
Active Customers	33 %	6 %
Registered Customers	44 %	9 %
Revenues	20 %	- 10 %
Customer Deposits	32 %	8 %
Gross Turnover SB	73 %	20%

- European Football Championship in 2008
- Market is expected to grow some 14 percent 2009 (GBGC)



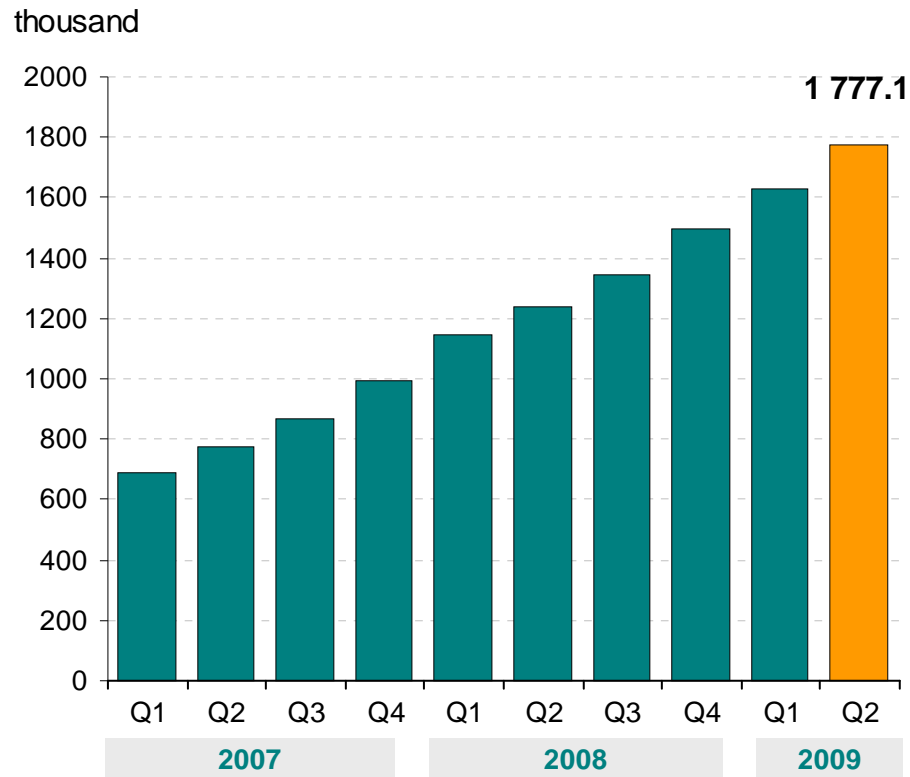
Active Customers



- + 33 % compared to Q2 2008
- + 6 % compared to Q1 2009



Registered Customers



- + 44 % compared to Q2 2008
- + 9 % compared to Q1 2009

Sportsbook margin

	2009 Q2	2008 Q2	2009 Q1	2009 H1	2008 H1
Gross Turnover SB	644.8	373.2	536.5	1181.3	690.2
	↓				
Gross Margin SB¹	4.0 %	8.7 %	10.7 %	7.0 %	9.4 %
	↓				
Gross Profit	25.8	32.5	57.4	83.2	64.8

1) Margin after direct and allocated costs

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Legal



Legal

- France
 - Moving on towards licensing
- Sweden
 - Court finds *tournament* poker game of skill
 - Government working on a reduced proposal
- Turkey
 - Privatisation of Milli Piyango failed
- EU
 - EU keep on watching its member states
 - Further jurisdictions consider licensing systems (DK, Belgium and others)

Legal

- **Norway**
 - Still discussing payment and domain blocking
 - August 2009 previously mentioned as possible time of implementation
 - National elections September 15th
 - Local payment blocking weak measure
- **USA**
 - Activity on both state and federal level
 - Congressman Barney Frank proposes bill
 - Harrah's announces its move online, targeting selected European markets and introducing play money offerings in US
 - Partygaming settles with US authorities

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Events after Q2



Events after second quarter

- July is normally a weak seasonal month with a limited offering of sport events.

However, revenues in the beginning of the third quarter are somewhat *higher* than the average second quarter revenues.



Q&A



What's your thrill?