

2008-11-07

Financial Presentation Q3 2008

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CEO and
President





Agenda

- Highlights Q3
- Financial figures
- Product and geographic split
- Legal
- Events after Q3
- Outlook 2008

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Highlights Q3 2008





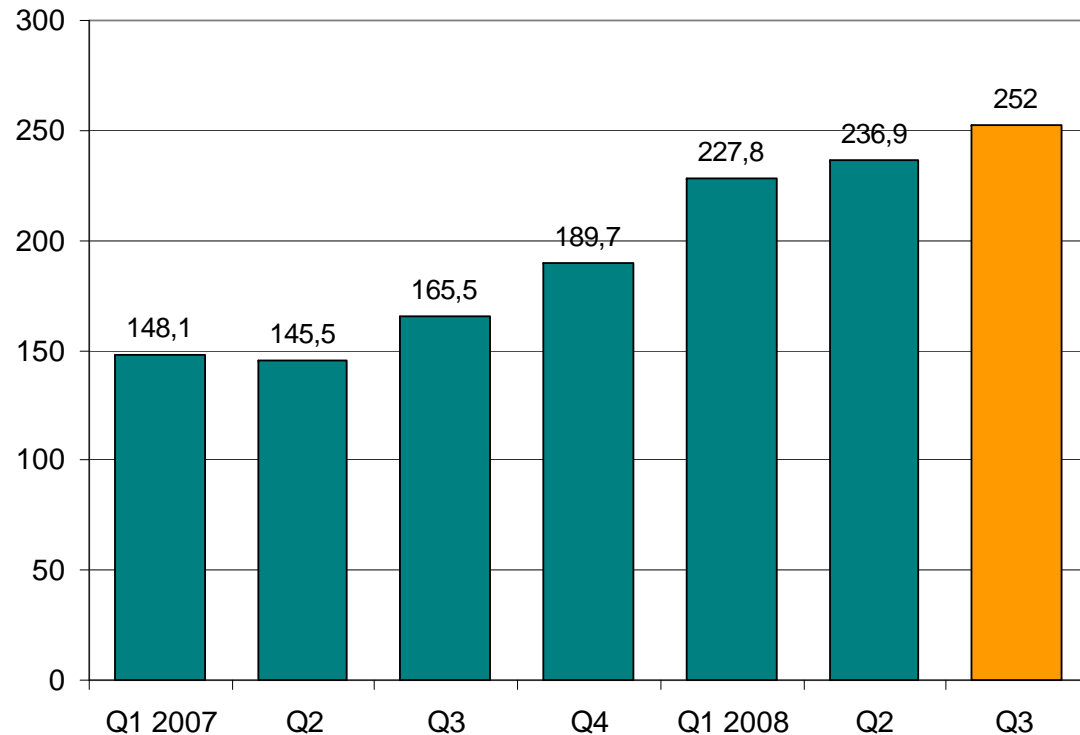
Q3 Highlights – All time high again!

- Revenues increased by 52 percent to SEK 252.0 (165.5) million
- Operating income increased by 26 percent to SEK 67.8 (53.7) million
- Number of active customers increased by 40 percent to 127 300 (90 800)
- Net Cash Position SEK 213 million



ATH - Net Sales Increased By 53 %

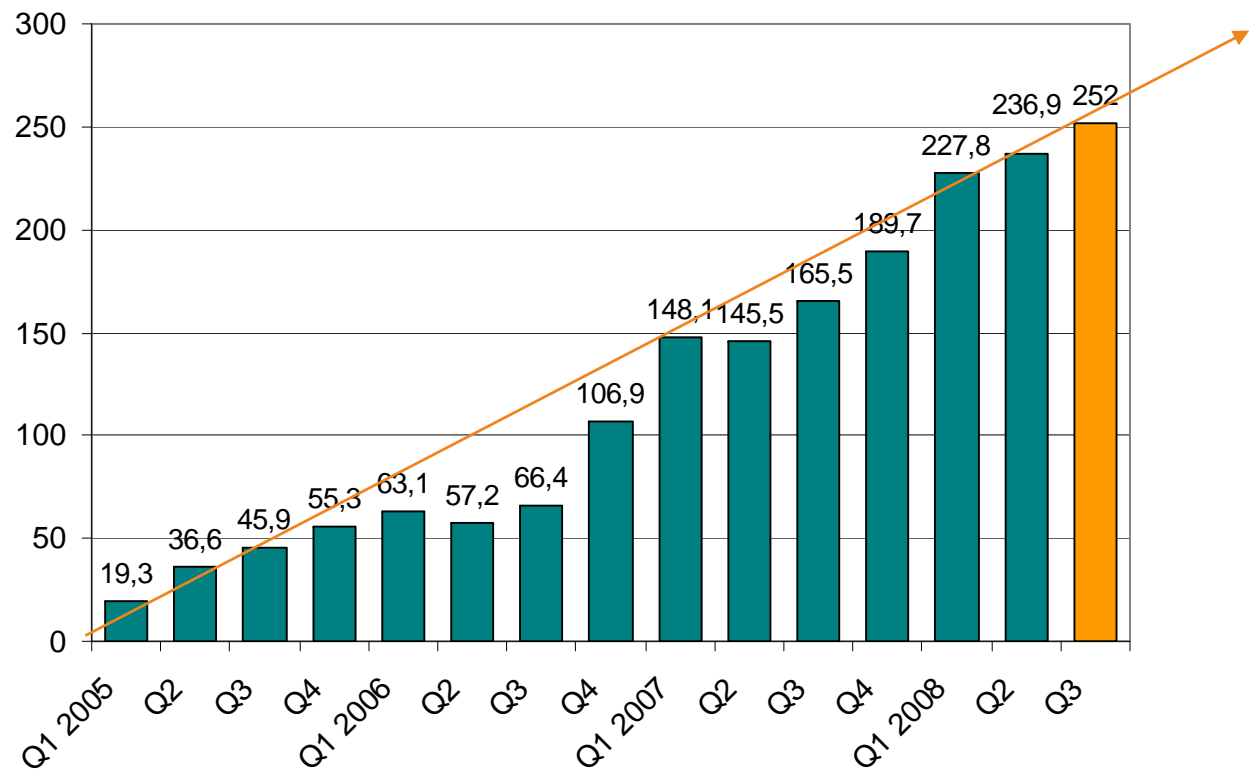
- Net sales reached ATH SEK 252 million in Q3 2008
- An increase of 6,4 % compared to Q2 2008 (SEK 236,9 million) and an increase by 52 % compared to Q3 2007 (165,5 million SEK)





Betsson's solid growth trend remains

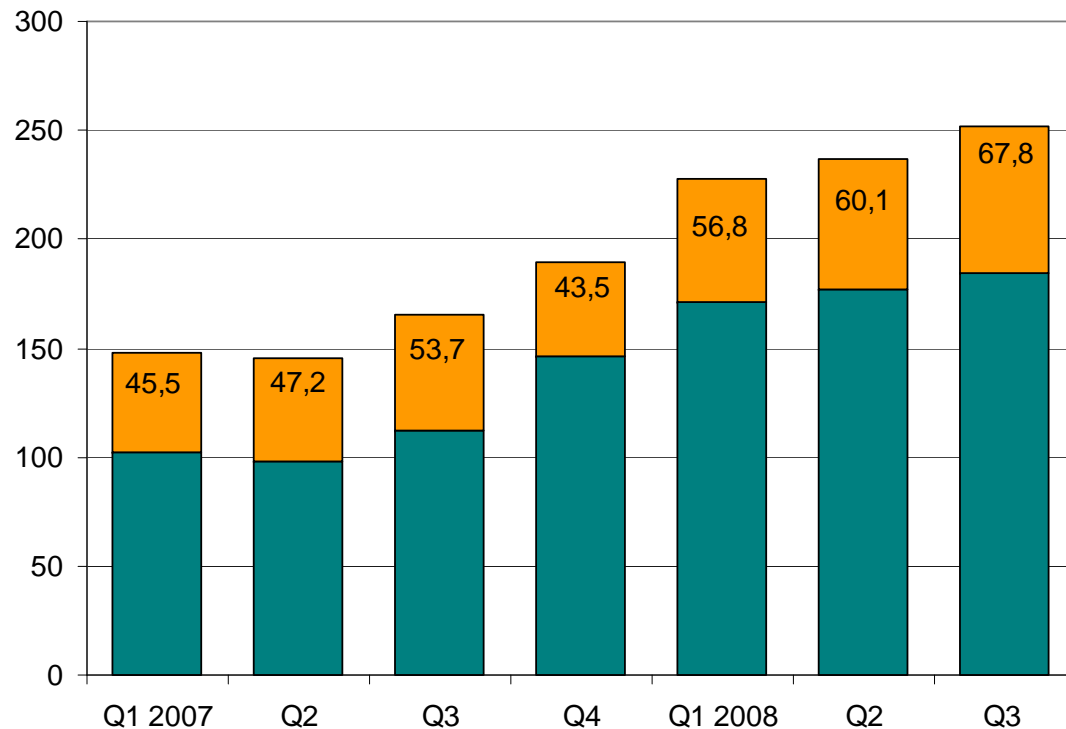
- Betssons net sales has grown by 1200 % since Q1 2005
- Once again Betsson confirms its solid growth trend





ATH - Operating Profits Increased by 26 %

- ATH - Operating profit reached SEK 67,8 million
- An increase of 26 % compared to Q3 2007 (SEK 53,7 million)





ATH - Interim Period January-September

- Revenues increased by 56 percent to SEK 716,7 (459,2) million
- Operating income increased by 26 percent to SEK 184,7 (146,4) million
- Income before taxes amounted to SEK 187,1 (147,5) million
- Income after taxes amounted to SEK 174,4 (136,3) million, corresponding to SEK 4,44 (3,45) per share

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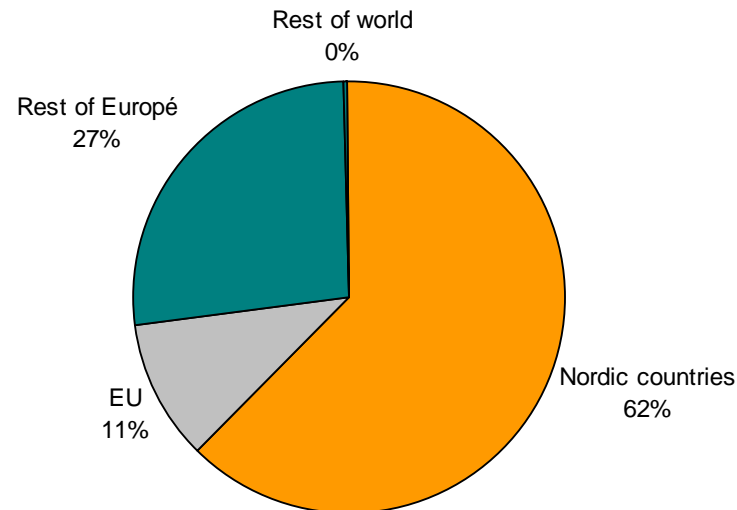
Financial Figures

Products and
geographic split



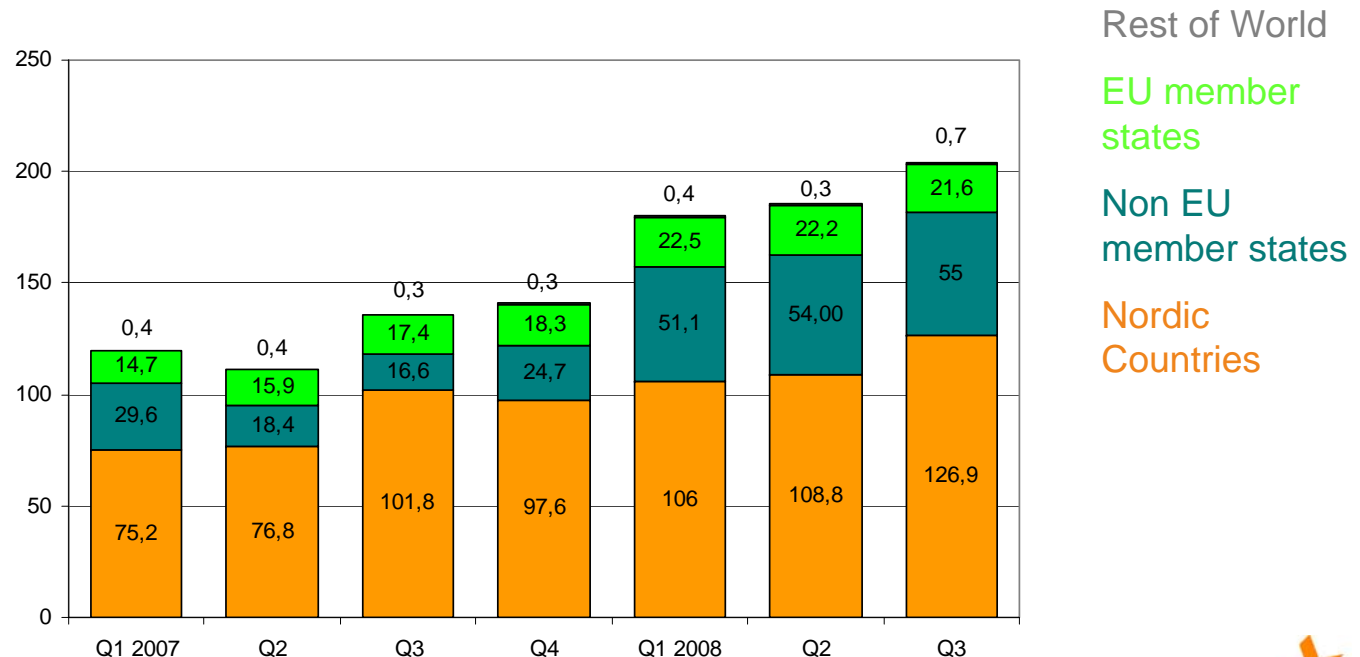
Gross Profit Per Geographic Area

- Nordic countries - includes Sweden, Norway, Denmark and Finland – grew by 17 % Q on Q
- EU - includes all member states excluding the Nordic countries – declined by 3 % Q on Q
- Rest of Europe - are countries within Europe which are not a part of EU and including Turkey – grew by 2 % Q on Q



Gross Profit Per Geographic Area

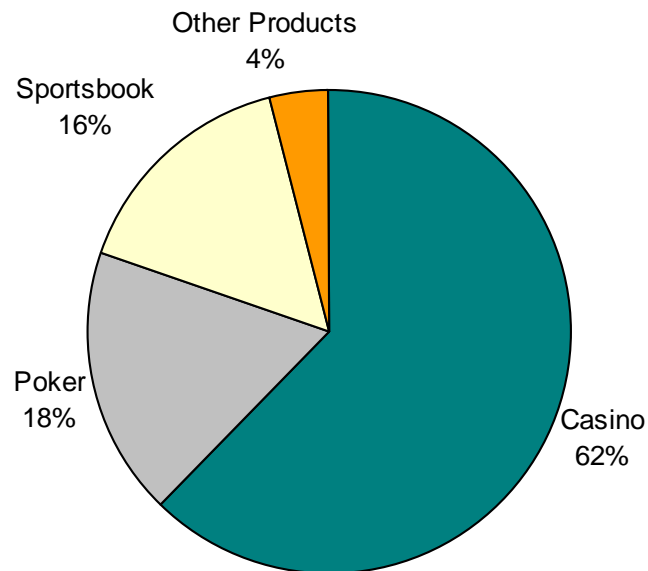
- The gross profit from the Nordic countries amounted to SEK 126,9 million (108)
- The gross profit from the rest of EU amounted to SEK 21,6 million (22,2)
- The gross profit from non EU member states amounted to SEK 55 million (54)





Gross Profit Per Product

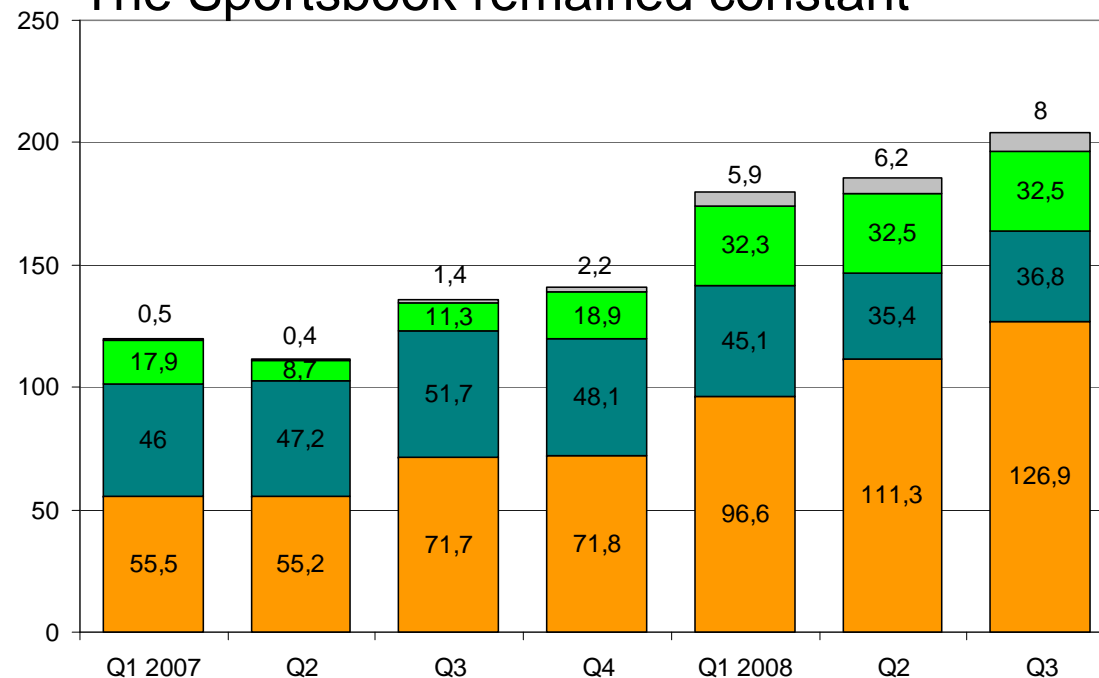
- 62 % of the gross profits came from Casino products
- "Other products" have the highest growth rate





Q on Q Product Growth rate

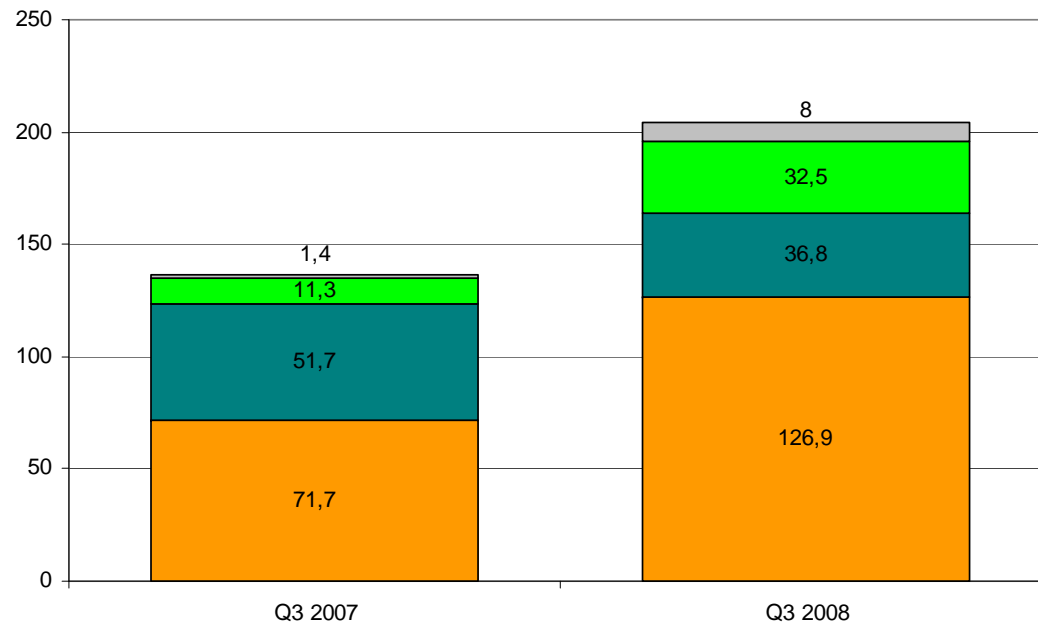
- The Casino grew by 14 %
- The Poker grew by 4 %
- Other products grew by 29 %
- The Sportsbook remained constant



Casino, Poker, Sportsbook and other products

Product Growth since Q3 2007

- The Casino grew by 77 %
- The Poker declined by 29 %
- Other products grew by 471 %
- The Sportsbook has grown by 188 %



Casino, Poker, Sportsbook and other products

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Betsson Update Legal





Legal

- The French market will most likely be re-regulated 2009/2010 creating business opportunities
- Betsson Betting shop remains open, despite a police report and a fee, confirming EC law
- Norway - unclear if or when any new legislation will come into effect
- The Swedish gambling law reform project will be presented in late December 2008

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Betsson Update

Events after Q3



After Q3

- The fourth quarter has started strongly and revenues during October were all time high
- Betsson has launched a brand new affiliate system with enhanced functionality

AFFILIATE
LOUNGE

- Q4 and Full Year Report January-December 2008 will be published on February 23, 2009

2008 Outlook

- Betsson aims to grow faster than the market
- Betsson expects new legislation white papers to be presented (FR, SE)
- Betsson see a trend in that the confidence for online gaming increases

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WHAT'S YOUR THRILL

